XXI. Međunarodni znanstveni skup

XXI. International scientific conference

DRUŠTVO I TEHNOLOGIJA -DR. JURAJ PLENKOVIĆ

SOCIETY AND TECHNOLOGY -DR. JURAJ PLENKOVIĆ

BOOK OF MANUSCRIPTS

2014

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European Centre, Maribor

ECM

Zagreb, 2014.

DIT 2014 – Dr.Juraj Plenković
Opatija, 28.-30.06.2014.

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Prof.dr.sc. Mario Plenković & Prof.dr.sc.Vlado Galičić & Prof.dr.sc. Ludvik Toplak

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Glavni istraživač / Head of the research project: Prof.dr.sc.Mario Plenković

DRUŠTVO I TEHNOLOGIJA 2014. – Dr. Juraj Plenković

SOCIETY AND TECHNOLOGY 2014 – Dr. Juraj Plenković

XXI. MEĐUNARODNI ZNANSTVENI SKUP

XXI. INTERNATIONAL SCIENTIFIC CONFERENCE

Opatija, Hrvatska
28.-30.06.2014.

Organizatori/ Organized by:

Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA
Alma Mater Europaea – European Center Maribor

Suorganizatori/ Co-organized by:
Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija / University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija
Visoka škola za poslovanje i upravljanje „Baltazar Adam Krčelić", Zaprešić/ College of Business and Management „Baltazar Adam Krčelić", Zaprešić
Informatologia & Media, Culture and Public Relations & MediaNet & Presscut

Zagreb, 2014.

PROGRAM / PROGRAMME

DRUŠTVO I TEHNOLOGIJA 2014. – Dr. Juraj Plenković
SOCIETY AND TECHNOLOGY 2014 - Dr. Juraj Plenković

XXI. MEĐUNARODNI ZNANSTVENI SKUP
XXI. INTERNATIONAL SCIENTIFIC CONFERENCE

28. – 30.6.2014.

HRVATSKA / CROATIA
Opatija (hotel Admiral)

Svečano otvaranje skupa u subotu 28. 06. 2014. u 17,00 sati u hotelu «Admiral», Opatija
Radni početak skupa u subotu 28. 06. 2014. u 09,00 sati u hotelu «Admiral», Opatija

Opening ceremony of the conference on Saturday 28th of June 2014 at 05,00 p.m. at the hotel «Admiral», Opatija
Beginning of the conference on Saturday 28th of June 2014 at 09,00 a.m. at the hotel «Admiral», Opatija

Organizatori/ Organized by:

Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA
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www.dit-konferencija.org

PETAK / FRIDAY 27.06.

20:00 – 21:30: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS

17:00 - 18:00: ORGANIZACIJSKI ODBOR/ *ORGANIZING COMITTEE* – SAMO ZA ČLANOVE / *MEMBERS ONLY*
18:00 - 20:00: MEDIA, CULTURE AND PUBLIC RELATIONS (UREDNIČKI ODBOR / EDITORIAL BOARD) - SAMO ZA ČLANOVE / *MEMBERS ONLY*
21:30 – 22:30: IFCA – ACADEMIC NETWORK -CCA - INFORMATOLOGIA / MEDIA, CULTURE AND PUBLIC RELATIONS - SAMO ZA ČLANOVE / *MEMBERS ONLY*

SUBOTA / SATURDAY 28.06.

09,00 – 17,00: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS

17,00 – 20,00 **CONGRESS HALL / KONGRESNA DVORANA**

Svečano otvaranje skupa u subotu 28. 6. 2014. u 17,00 sati u hotelu «Admiral", Opatija
*Openinig ceremony of the conference on Saturday 28th of June 2014 at 05,00 p.m. **at the hotel «Admiral», Opatija***

Društvo i tehnologija 2014 – Dr. Juraj Plenković
Society and Technology 2014 - Dr. Juraj Plenković

Voditelji /Chairmen:
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POZVANA PREDAVANJA / *KEYNOTE SPEAKERS* :

Prof. dr. sc. Erich Hoedl (Vice President of the European Academy of Sciences and Arts, Austria): EUROPE 2020 STRATEGY: NEW APPROACHES AND AMBITIOUS TARGETS" / STRATEGIJA EUROPA 2020:/ NOVI PRISTUPI I AMBICIOZNI CILJEVI (Austria/Austrija)

Prof.dr.sc.h.c.Stefan Luby (Vice President of the European Academy of Sciences and Arts): NANO TECHNOLOGIES / NANO TEHNOLOGIJE (Slovakia /Slovačka)

Prof.dr.sc.Vilko Žiljak (University of Zagreb): INFRAREDESIGN® IN COMMUNICATION TECHNOLOGIES WITH INTEGRATION OF VISUAL AND INFRARED SPECTRUM / INFRAREDESIGN® U KOMUNIKACIJSKIM TEHNOLOGIJAMA KOJE INTEGRIRAJU VIZUALNI I INFRACRVENI SPEKTAR (Croatia/Hrvatska)

Prof.dr.sc. Giorgio Dominese (CEEUN-Central Eastern European University Network, Italy and Austria): ECONOMY OF TRANSITON COUNTRIES / EKONOMIJA TRANZICIJSKIH ZEMALJA (Italy/Italija)

Prezentacije/Presentations:

Studijski programi Visoke škole za poslovanje i upravljanje »Baltazar Adam Krčelić«

Study Programs of College of Business and Management "Baltazar Adam Krčelić"

20,30

SVEČANI PRIJEM ZA SUDIONIKE SKUPA /FORMAL RECEPTION FOR THE CONFERENCE PARTICIPANTS

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Radni početak skupa u subotu 28. 06. 2014. u 09,00 sati

CONGRESS HALL / KONGRESNA DVORANA

09,00 – 17,00

DRUŠTVO I MEĐUGENERACIJSKI DIJALOG / SOCIETY AND INTERGENERATIONAL DIALOGUE

09.00- 10.30

SOCIJALNO GERONTOLOŠKO- ZDRAVSTVENA SEKCIJA / SOCIAL GERONTOLOGY – HEALTH SECTION

Voditelji / Chairmen:
Marija Ovsenik, Nikolaj Lipič

Apolonija Rajh, Miha Rajh (Slovenia/Slovenija): THE PROBABILITY OF LATE MENOPAUSE IN RELATION TO THE EXTENDED LIFE EXPECTANCY / VJEROJATNOST KASNIJEG OČEKIVANJA MENOPAUZE, OBZIROM NA PRODULJENJE ŽIVOTNOG VIJEKA

Jurica Ferenčina, Amadeus Lešnik, Alica Hlupič (Slovenia/Slovenija): IMPLEMENTATION OF SOCIAL GERONTOLOGIST IN PRIMARY HEALTH CARE / IMPLEMENTACIJA SOCIJALNOG GERONTOLOGA U PRIMARNU ZDRAVSTVENU ZAŠTITU

Bernarda Hostnik, Radko Komadina (Slovenia/Slovenija): POSITION OF SOCIAL GERONTOLOGIST IN HOSPITAL TEAM / ULOGA SOCIJALNOG GERONTOLOGA U BOLNIČKOM TIMU

Suzana Špendal (Slovenia/Slovenija): ALTERNATIVE FORMS OF EVERYDAY INCLUSION FOR OLDER PEOPLE WITH MENTAL DISABILITIES / ALTERNATIVNE FORME SVAKODNEVNE INKLUZIJE STARIJIH SA MENTALNIM OGRANIČENJIMA

Gorana Krajnc Burić, Maja Zapušek (Slovenia/Slovenija): A STROKE – THE IMPACT ON THE MENTAL STATE OF A PATIENT / MOŽDANI UDAR – UTJECAJ NA MENTALNO STANJE PACIJENTA

Jožica Gomboši, Tadeja Arčan, Nina Mahorič (Slovenia/Slovenija): WITH MOBILE PHARMACY EASIER TO MEDICINES / MOBILNOM LJEKARNOM LAKŠE DO LIJEKOVA

Mateja Berčan, Marija Ovsenik, Špela Batis (Slovenia/Slovenija): THE DILEMMAS OF THE OPTIMAL MODEL OF INTEGRAL CARE FOR THE DYING / DILEME OPTIMALNOG MODELA CJELOVITE NJEGE UMIRUĆEG

Barbara Toplak Perović (Slovenia/Slovenija): ARE COLLECTIVE LEGAL REMEDY MECHANISMS A CUSTOMER TOOL FOR EXERCISING THE RIGHT FOR LEGAL PROTECTION? / JESU LI KOLEKTIVNA PRAVNA SREDSTVA ORUĐE POTROŠAČA U PRAVU NA PRAVNU ZAŠTITU?

Nataša Zalokar, Sara Lozej (Slovenia/Slovenija): THE MEANING OF SOCIALIZING IN INSTITUTIONAL CARE / ZNAČENJE SOCIJALIZACIJE U INSTITUCIONALNOJ BRIZI

DISKUSIJA / *DISCUSSION*

10,45 - 12,30

KREATIVNOST, OBRAZOVANJE I ETIKA U ZRELIM GODINAMA / CREATIVITY, EDUCATION AND ETHICS IN OLDER AGE

Voditelji / Chairmen:
Marija Ovsenik, Špela Batis

Marija Ovsenik, Rok Ovsenik, Saša Albreht (Slovenia/Slovenija): CREATIVITY, CHALENGE IN OLD AGE / KREATIVNOST, IZAZOV U ZRELIM GODINAMA

Aleksandar Pavlović (Slovenia/Slovenija): COMPARATIVE ANALYSIS OF THE FILM ONE FLEW OVER THE CUCKOO'S NEST AND RETIREMENT HOMES FOR SENIOR CITIZENS USING GOFFMAN'S THEORY OF TOTAL INSTITUTION / USPOREDNA ANALIZA FILMA LET IZNAD KUKAVIČJEG GNIJEZDA S DOMOVIMA ZA STARIJE OSOBE POMOĆU GOFFMANOVE TEORIJE TOTALNE INSTITUCIJE

Jože Zalar (Slovenia/Slovenija): LIFELONG LEARNING OF ELDERLY CITIZENS IN RURAL AREAS /CJELOŽIVOTNO UČENJE STARIJIH U RURALNIM PODRUČJIMA

Nikolaj Lipič, Marija Ovsenik, Peter Seljak, Barbara Grintal (Slovenia/Slovenija): DEVELOPING PROJECT COMPETENCES OF SOCIAL GERONTOLOGISTS AS A RESPONSE TO NEEDS OF TIME / RAZVIJANJE PROJEKTNIH KOMPETENCIJA SOCIJALNIH GERONTOLOGA KAO ODGOVOR NA POTREBE VREMENA

Dijana Jeleč (Slovenia/Slovenija): CREATING AND EVALUATING A QUESTIONNAIRE FOR SPECIFIC CAUSES OF PROFESSIONAL STRESS WITH SOCIAL WORKERS AND HEAD NURSES IN RETIREMENT HOMES WITHIN THE REPUBLIC OF SLOVENIA / OBLIKOVANJE I VREDNOVANJE UPITNIKA ZA POSEBNE SVRHE ZA VREDNOVANJE STRESA KOD SOCIJALNIH RADNIKA I MEDICINSKIH SESTARA U STARAČKIM DOMOVIMA U REPUBLICI SLOVENIJI

Nikolaj Lipič (Slovenia/Slovenija): LIFELONG LEARNING STATISTICS OF ELDERLY PEOPLE IN SLOVENIA / CJELOŽIVOTNO UČENJE STATISTIKE STARIJIH OSOBA U SLOVENIJI

Igor Miletić, Milan Simončič(Slovenia/Slovenija): ETHICAL PRINCIPLES OF THE ORGANIZATION AS A FACTOR IN ACHIEVING PERSONAL EXCELLENCE / ETIČKA NAČELA ORGANIZACIJE KAO FAKTOR POSTIZANJA OSOBNE IZVRSNOSTI

Borut Ambrožič, Dejan Petkovič, Marija Ovsenik, Sandra Žlof, Andreja Bračič (Slovenia/Slovenija): SOCIAL GERONTOLOGICAL ANALYSIS OF WORK POSSIBILITIES OR OCCUPATION OF THE ELDERLY POPULATION IN SLOVENIA / SOCIJALNO-GERONTOLOŠKA ANALIZA MOGUĆNOSTI RADA STARIJIH U SLOVENIJI

DISKUSIJA / *DISCUSSION*

13,00 – 14,30

KOMUNIKACIJA I SLOBODNO VRIJEME U ZRELIM GODINAMA /COMMUNICATION AND FREE TIME OF ELDERLIES

Voditelji / Chairmen:
Barbara Grintal, Peter Seljak

Tadej Praprotnik (Slovenia/Slovenija): WHO WE ARE WHEN WE ARE ON-LINE? COMMUNICATION CHARACTERISTICS OF COMPUTER-MEDIATED COMMUNICATION / TKO SMO KADA SMO ONLINE? KOMUNIKACIJSKE ZNAČAJKE KOMPJUTORSKI POSREDOVANE KOMUNIKACIJE

Janja Robida, Zlatka Bracanović (Slovenia/Slovenija): INTEGRATION OF ELDERLY PEOPLE IN MODERN COMMUNICATION / INTEGRACIJA STARIJIH U MODERNU KOMUNIKACIJU

Metka Škofič, Sebastjan Tišler(Slovenia/Slovenija): USE OF COMPUTERS AFTER 60 / UPOTREBA RAČUNALA NAKON 60 GODINE

Barbara Grintal (Slovenia/Slovenija): VOLUNTEERING AND INTERNET USE AMONG ELDERLY / VOLONTERSKI RAD I UPOTREBA INTERNETA KOD STARIJIH OSOBA

Tatjana Ozmec, Tatjana Brigita Mohorko, Nikolaj Lipič (Slovenia/Slovenija): INFORMATION CENTRE FOR THE ELDERLY – AN OPPORTUNITY FOR NEW APPROACHES TO BRINGING GENERATIONS TOGETHER IN SLOVENIA / GERONTOLOŠKO INFORMACIJSKI CENTAR - PRILIKA ZA NOVE PRISTUPE MEĐUGENERACIJSKOG POVEZIVANJA U SLOVENIJI

Simona Krebs, Spela Stanegler Herodež, Majda Pajnkihar (Slovenia/Slovenija): IMPACT OF REGULAR EXERCISE OF LAUGHTER YOGA ON THE ELDERLY / UTJECAJ VJEŽBANJA JOGE SMIJEHA NA STARIJE

Mateja Brezner –Stegne (Slovenia/Slovenija): NEEDS AND EXPETATIONS OF EDERLY IN USE OF TOURISTIC OBJECTS / POTREBE I OČEKIVANJA STARIJIH LJUDI PRILIKOM KORIŠTENJA TURISTIČKIH OBJEKATA

Smiljana Fister (Slovenia/Slovenija): PREPARATIONS FOR TEACHING ENGLISH TO THE EDERLY / PRIPREME ZA PODUĆAVANJE ENGLESKOG STARIJIMA

DISKUSIJA / *DISCUSSION*

14,45 -15,45

SOCIJALNO GERONTOLOŠKA - OPĆA SEKCIJA / SOCIAL-GERONTOLOGY – GENERAL SECTION

Voditelji / Chairmen:
Mateja Berčan, Špela Režun

Nikolaj Lipič (Slovenia/Slovenija): EXPERIENCES AND ATTITUDES TOWARDS AGEING IN EUROPEAN COUNTRIES / ISKUSTVA I STAVOVI O STARENJU U EUROPSKIM ZEMLJAMA

Jelka Drobne RETIREMENT ADJUSTMENT / PRILAGODBA UMIROVLJENJU

Irena Rupnik Ravnihar, Rok Ovsenik (Slovenia/Slovenija): PERSPECTIVES AND CONTRADICTIONS IMPLEMENTATION OF PREVENTIVE SERVICES IN GERONTOLOGY / PERSPEKTIVE I PROVEDBA PREVENTIVNIH SUPROTNOSTI USLUGE GERONTOLOGIJE

Robnik Petrischa, Anica Brezovnik (Slovenia/Slovenija): INFLUENCE OF DEMOGRAPHIC DATA ON HEALTH CARE WORKERS MOTIVATION / UTJECAJ DEMOGRAFSKIH PODATAKA NA MOTIVACIJU DJELATNIKA ZDRAVSTVENE NJEGE NA POSLU

Anton Holc (Slovenia/Slovenija): REACTION OF ELDERLY WHEN ENTERING A RETIREMENT HOME AND LATER ACCEPTING OF THE CHANGE / REAKCIJA STARIJIH PRI ULASKU U DOM ZA STARIJE I KASNIJE PRIHVAĆANJE PROMJENE

Karmen Romih (Slovenia/Slovenija): SEXUALITY OF ELDERLY IN INSTITUTIONAL CARE SYSTEM / SEKSUALNOST STARIJIH U ZDRAVSTVENOM SUSTAVU ZBRINJAVANJA

Tanja Žmauc (Slovenia/Slovenija): WOMAN'S VIEW ON SUCCESSFUL OLD AGE / ŽENSKI POGLED NA USPJEŠNOST U STARIJOJ DOBI

Peter Seljak (Slovenia/Slovenija): HOUSING AS A FACTOR IN THE ELDERLY QUALITY OF LIFE /STAN KAO FAKTOR KVALITETE ŽIVOTA STARIJIH LJUDI

Vesna Janković, Polona Kambič (Slovenia/Slovenija): PROBLEMATIC ASSOCIATE AS A CHALLENGE TO A LEADER / PROBLEMATIČAN SURADNIK KAO IZAZOV VOĐI

Špela Režun (Slovenia/Slovenija): THE PHENOMENON OF A TOTAL INSTITUTION / FENOMEN TOTALNE INSTITUCIJE

Barbara Toplak Perović (Slovenia/Slovenija): THE IMPACT OF THE INFRINGEMENT OF COMPETITION RULES BY PHARMACEUTICAL COMPANIES ON THE HEALTH CARE SYSTEM / UTJECAJ KRŠENJA PRAVILA NADMETANJA FARMACEUTSKIH TVRTKI NA ZDRAVSTVENI SUSTAV

DISKUSIJA / *DISCUSSION*

15,50 -17,00

MEĐUGENERACIJSKA SEKCIJA / INTERGENERATIONAL SECTION

Voditelji / Chairmen:
Barbara Toplak, Borut Ambrožič

Rajko Vidic, Tadeja Cirnski, Uroš Bižal (Slovenia/Slovenija): EXCELLENCE IN INTERCULTURAL DIALOGUE / ODLIČNOST U INTERKULTURALNOM DIJALOGU

Borut Ambrožič, Sandra Žlof, Klavdija Globokar (Slovenia/Slovenija): IMPROVING THE CARE OF AGING CONSUMERS: ANTI-AGEISM MARKETING STRATEGIES FROM SOCIAL GERONTOLOGICAL POINT OF VIEW / POBOLJŠANJE BRIGE ZA STARIJE POTROŠAČE: „ANTI-AGEISM“ MARKETING-STRATEGIJE IZ SOCIJALNO-GERONTOLOŠKOG POGLEDA

Andreja Šut (Slovenia/Slovenija): UNDERMINING STEREOTYPES WITH INTERGENERATIONAL DEBATE KAKO / UTJECAJ NA STEREOTIPE PUTEM MEĐUGENERACIJSKE DEBATE

Mateja Berčan, Mateja Berčan (Slovenia/Slovenija): THE IMPORTANCE OF INTERGENERATIONAL INTEGRATION ON FORMING THE VIEW ON QUALITY AGING / VAŽNOST MEĐUGENERACIJSKE INTEGRACIJE NA OBLIKOVANJE POGLEDA NA KVALITETNO STARENJE

Ana Kosmač (Slovenia/Slovenija): INTERGENERATIONAL INTERACTION BETWEEN OLD AND YOUNG / MEĐUGENERACIJSKA INTERAKCIJA STARIH I MLADIH

Janez Görgner (Slovenia/Slovenija): THE MEANING OF YOUNG PEOPLE SOCIALIZING WITH RETIREMENT HOME RESIDENTS / VAŽNOST DRUŽENJA MLADIH SA STANOVNICIMA STARAČKIH DOMOVA

Klavdija Globokar (Slovenia/Slovenija): YOUNG PEOPLE'S RELATIONSHIP TO OLD AGE AND THEIR OWN AGEING / ODNOS MLADIH PREMA STARENJU I VLASTITOM STARENJU

Damjana Dragman, Maja Dobnik (Slovenia/Slovenija): STEP FORWARD TO INTERENERATIONAL COMMUNICATION AT WORK/ KORAKOM NAPRIJED U MEĐUGENERACIJSKOJ KOMUNIKACIJI NA RADNOM MJESTU

Nataša Demšar, Marija Ovsenik (Slovenia/Slovenija): SOCIAL MARKETING AND INTERGENERATIONAL DIALOGUE, -A NEW RESEARCH APPROACH TO RESOLVE PROBLEMS IN PARTNER RELATIONSHIPS / DRUŠTVENI MARKETING I MEĐUGENERACIJSKI DIJALOG – NOVI ISTRAŽIVAČKI PRISTUPI U RIJEŠAVANJU PROBLEMA PARTNERSKIH ODNOSA

Goran Gumze (Slovenia/Slovenija): COMMUNICATION SYSTEMS IN *CAPOEIRA*: TRADITION AND NON-VERBAL COMMUNICATION AS MEANS OF COMMUNICATION BETWEEN GENERATIONS / KOMUNIKACIJSKI SUSTAV U CAPOERI: TRADICIONALNA I NEVERBALNA KOMUNIKACIJA KAO SREDSTVO MEĐUGENERACIJSKE KOMUNIKACIJE

DISKUSIJA / *DISCUSSION*

HALL NAVA / DVORANA NAVA

10,00 – 12,30 / 13,00 - 16,30

HOLISTIČKI POGLED NA ZDRAVLJE I OBRAZOVANJE / HOLISTIC VIEW ON HEALTH AND EDUCATION

Voditelji / Chairmen:
Zmago Turk, Jelka Gorišek (Slovenia/Slovenija), Slaviša Stanišić (Srbija/Serbia)

Aleksandra Gvozdanović Debeljak (Croatia/Hrvatska): FUNCTION OF PSIHO-EMOTIONAL DEVELOPMENT AND COMPLEX REHABILITATION WITH MUSIC AND COLOR GLAZBA I BOJA U FUNKCIJI PSIHOEMOCIONALNOG RAZVOJA I KOMPLEKSNE REHABILITACIJE

Aleš Friedl (Slovenija / Slovenia): PREPARING ONESELF TO PASS THE ANATOMY EXAM: A CASE REPORT / PRIPREMA ZA ISPIT IZ ANATOMIJE: STUDIJA SLUČAJA

Jadranka Stričević, Majda Pajnkihar (Slovenija /Slovenia): STANDARDISATION OF ERGONOMIC MEASURE IN CLINICAL ENVIRONMENT / STANDARDIZACIJA ERGONOMSKIH MJERA U KLINIČKOJ OKOLINI

Zmago Turk, Maja Šikić Pogačar, Mičetić-Turk (Slovenija /Slovenia): INTEGRATIVE MEDICINE AND LOW BACK PAIN / INTEGRATIVNA MEDICINA I BOL U KRIŽIMA

Jelka Reberšek Gorišek (Slovenia/Slovenija): COMPREHENSIVE APPROACH TO OLD TRAVELERS AND TRAVELERS WITH CHRONIC DISEASES / HOLISTIČKI PRISTUP STARIJIMA SA KRONIČNIM BOLESTIMA NA PUTOVANJU

Dušanka Mičetić-Turk, Maja Šikić Pogačar,Z.Turk (Slovenia/Slovenija): VEGETARIANISM AND MACROBIOTICS IN CHILDREN, YES OR NO? / VEGETERIJANSTVO I MAKROBIOTIKA KOD DJECE, DA ILI NE?

Simon Šemrl, Tanja Kukovec(Slovenia/Slovenija): PREVENTING FALLS – PROFESSIONAL CHALLENGE FOR ALL / SPRIJEČAVANJE PADOVA – PROFESIONALNI IZAZOV ZA SVE

Stjepan Jelica (Croatia/Hrvatska): CONCEPTUAL APPROACH TO NEUROLOGICAL REHABILITATION-THE BOBATH CONCEPT / KONCEPTUALNI PRISTUP U NEUROLOŠKOJ REHABILITACIJI-BOBATH KONCEPT

Sebastjan Kristovič (Slovenia/Slovenija): THE HOLISTIC ASPECT OF HEALTH ACCORDING TO THE PRINCIPLES OF LOGOTHERAPY / HOLISTIČKI ASPEKT ZDRAVLJA PREMA NAČELIMA LOGOTERAPIJE

Božena Gorzkowicz (Poljska /Poland): POLISH GERMAN COOPERATION TO PROTECT MUSCULOSKELETAL HEALTH IN MEDICAL CARE SETTINGS / POLJSKO-NJEMAČKA SURADNJA U ZAŠTITI MIŠIČNO-KOŠČANOG ZDRAVLJA

Damir Buković (Croatia/Hrvatska): MEDICINE TO MAN TODAY FOR HIS BETTER TOMORROW / MEDICINA ČOVJEKU DANAS ZA NJEGOVO BOLJE SUTRA

Mirsad Sadiković (Bosna i Hercegovina / Bosnia and Hercegovina): NUTRITIONAL GLOBALISM OR NEO-COLONIALISM THROUGH FOOD / NUTRICIONISTIČKI GLOBALIZAM ILI NEOKOLONIJALIZAM PUTEM HRANE

Ana Ištaković (Croatia/Hrvatska): NUTRITIONAL OFFERS IN THE SHAPE OF DIPLOMATIC PROTOCOL / NUTRICIONISTIČKE PONUDE U OBLICIMA DIPLOMATSKOG PROTOKOLA

Nives Kovač, Neli Glavaš (Hrvatska /Croatia): GEOCHEMICAL CHARACTERIZATION OF SALINE MUD USED IN PELOTHERAPY IN LEPA VIDA THALASSO SPA (SEČOVLJE SALINA NATURE PARK) / GEOKEMIJSKE KARAKTERISTIKE SALINSKOG BLATA KORIŠTENOG U PELOTERAPIJI U TOPLICAMA LEPA VIDA

Miško Subotić, Silvana Punišić: Nataša Čabarkapa (Srbija/Serbia): *E* – SPEECH THERAPIST / E-LOGOPED

Momir Dunjić, Slaviša Stanišić (Srbija/Serbia): HOLISTIC APPROACH AS A BASIS OF INTEGRATIVE MEDICINE IN IMPROVING QUALITY OF LIFE / HOLISTIČKI PRISTUP KAO OSNOVA INTEGRATIVNE MEDICINE U PODIZANJU KVALITETE ŽIVOTA

Slaviša Stanišić, Momir Dunjić (Srbija/Serbia): EDUCATION IN INTEGRATIVE MEDICINE: PATH TO HEALTH PRESERVATION, MAXIMUM VALUE OF MAN / EDUKACIJA U INTEGRATIVNOJ MEDICINI PUT U OČUVANJU ZDRAVLJA NAJVEĆE VRIJEDNOSTI ČOVJEKA

Ana Habjanič (Slovenia/Slovenija): HOME CARE NEEDS OF OLDER PEOPLE IN SLOVENIA / POTREBE STARIJIH U KUĆNOJ NJEZI U SLOVENIJI

Željko Rakošec, Brankica Juranić, Štefica Mikšić, Jelena Jakab, Barbara Mikšić (Hrvatska /Croatia) : OPEN COMMUNICATION – BASIS OF PALLIATIVE APPROACH / OTVORENA KOMUNIKACIJA– TEMELJ PALIJATIVNOG PRISTUPA

Slavica Dimitrijević (Srbija/Serbia): PHYSICAL ACTIVITY OF CHILDREN IN A DIGITAL AGE / FIZIČKA AKTIVNOST DJECE U DIGITALNOM DOBU

Zmago Turk, Jože Barovič, Dragan Lonzarić, Lucij Borko (Slovenia/Slovenija): PHYSICAL BASICS AND USAGE OF MAGNETIC THERAPY IN MEDICINE / FIZIČKE OSNOVE I UPOTREBA MAGNETO-TERAPIJE U MEDICINI

Danica Železnik, Mladen Herc (Slovenia/Slovenija): THE IMPORTANCE OF ASSERTIVENESS OF A MENTOR FOR THE WORK WITH PHYSIOTHERAPY STUDENTS / VAŽNOST ASERTIVNOSTI MENTORA ZA RAD SA STUDENTIMA FIZIOTERAPIJE

Božidar Rančić (Croatia/Hrvatska): IMPACT OF METALS (AMALGAM, GOLD, IRON, TITANIUM, ETC.) EMBEDDED IN MOUTH AND BODY / UTJECAJ METALA (AMALGAM, ZLATO, ŽELJEZO, TITAN, ITD.) UGRAĐENOG U USTA I TIJELO

DISKUSIJA / *DISCUSSION*

HALL LEUT / DVORANA LEUT

14,00 – 16,30

ARHIVISTIKA I DOKUMENTARISTIKA U INTERKULTURALNOM POVEZIVANJU PODUNAVSKE REGIJE I EUROPSKE UNIJE / ARCHIVING AND DOCUMENTING IN INTERCULTURAL CONNECTING DANUBIAN REGION AND THE EU

Voditelji / Chairmen:
Peter Klasinc (Slovenia/Slovenija)

Jelka Melik (Slovenia/Slovenija): ARCHIVES - TEMPLES OF THE MOST IMPORTANT AND THE MOST SIGNIFICANT INFORMATION / ARHIVI – HRAMOVI NAJVAŽNIJIH INFORMACIJA

Aida Škoro Babić (Slovenia/Slovenija): ARCHIVAL RECORDS OF THE COUNTRIES OF DANUBE REGION AND THEIR TASK FOR THE FUTURE / ARHIVSKI ZAPISI PODUNAVSKE REGIJE I NIHOVE ZADAĆE ZA BUDUĆNOST

Grazia TATÒ (Italija /Italy) : TOURISM, CHEESE AND…ARCHIVES! WHICH EUROPEAN PROJECTS? / TURIZAM, SIR I ...ARHIVI!

Miroslav Novak ((Slovenia/Slovenija): ELEMENTS OF THE PUBLIC FAITH OF DIGITAL COPIES IN THE ARCHIVES OF DANUBE AREA /ELEMENTI JAVNOG POVJERENJA U DIGITALNE KOPIJE U PODUNAVSKOJ REGIJI

Peter Pavel Klasinc (Slovenia/Slovenija): DANUBIAN REGION AND ACCESS TO ARCHIVES / PODUNAVSKA REGIJA I PRISTUP ARHIVIMA

Katarina Kraševac (Slovenia/Slovenija): DESCRIBING AND PROTECTION OF PRIVATE ARCHIVAL MATERIALS OF CREATORS OF WRITTEN CULTURAL HERITAGE OF MUSICAL PROVENIENCE IN SLOVENIA / OPIS I ZAŠTITA PRIVATNIH ARHIVSKIH MATERIJALA KREATORA PISANOG KULTURNOG MUZIČKOG NASLIJEĐA

Mojca Kosi (Slovenia/Slovenija): ACESS TO SLOVENIAN ARCHIVES AND ARCHIVAL MATERIAL FOR PHYSICALLY DISABLED PERSONS / PRISTUP SLOVENSKIM ARHIVIMA I ARHIVSKIM MATERIJALIMA ZA LJUDE SA TJELESNIM OŠTEĆENJIMA

Matevž Košir (Slovenia/Slovenija): HISTORICAL DEVELOPMENT OF ARCHIVISTICS AND ARCHIVAL PARADIGM / POVIJESNI RAZVOJ ARHIVISTIKE I ARHIVSKE PARADIGME

DISKUSIJA / *DISCUSSION*

HALL LIBURNA / DVORANA LIBURNA

10,00 – 12,30

DRUŠTVO, ZNANOST I TEHNOLOGIJA/ SOCIETY, SCIENCE AND TECHNOLOGY

Voditelji / Chairmen:
Slavo Kukić (Bosna i Hercegovina/ Bosnia and Hercegovina), Antun Šundalić (Hrvatska /Croatia)

Štefan Luby, Martina Lubyová (Slovačka /Slovakia) : NANOETHICS – A NEW CHAPTER IN ETHICAL STUDIES / NANOETIKA – NOVO POGLAVLJE U IZUČAVANJU ETIKE

Antun Šundalić (Croatia/Hrvatska): THE POSITION OF EDUCATION IN THE TRANSITIONAL VALORIZATION OF DEVELOPMENT FACTORS IN THE CROATIAN SOCIETY / POZICIONIRANJE OBRAZOVANJA U TRANZICIJSKOM VREDNOVANJU ČINITELJA RAZVOJA HRVATSKOG DRUŠTVA

Slavo Kukić, Brano Markić (Bosna i Hercegovina / Bosnia and Hercegovina): APPEAL MANAGEMENT AS A FACTOR IN CONSUMER BEHAVIOR / ŽALBENI MENADŽMENT KAO ČIMBENIK PONAŠANJA POTROŠAČA

Ivana Brstilo (Croatia/Hrvatska): BETWEEN ENTERTAINMENT AND RISK: SOME BEHAVIORAL ASPECTS OF ONLINE GENERATIONS /IZMEĐU ZABAVE I RIZIKA: NEKI ASPEKTI PONAŠANJA ONLINE GENERACIJA

Eduard Pavlović i Alojz Pavlović (Croatia/Hrvatska): OLIVE AND PYRETHRUM: ECOLOGICAL PRODUCT AND ECOLOGICAL PROTECTION / MASLINA I BUHAČ: EKOPROIZVOD I EKOZAŠTITA

Sanja Bijakšić, Brano Markić, Arnela Bevanda (Bosna i Hercegovina / Bosnia and Hercegovina): BUSINESS INTELLIGENCE AND ANALYSIS OF SELLING IN RETAIL / POSLOVNA INTELIGENCIJA I ANALIZA PRODAJE U TRGOVINI NA MALO

Antonija Milivojevič-Krajnčič (Slovenia/Slovenija): IDENTIFICATION OF THE FORMS OF DEVIANT BEHAVIOR WITH ADOLESCENTS FROM DIVERSE CULTURAL BACKGROUNDS / IDENTIFIKACIJA RAZLIČITIH OBLIKA DEVIJANTNOG PONAŠANJA KOD ADOLESCENATA RAZLIČITOG KULTURALNOG PODRIJETLA

Darko Etinger (Croatia/Hrvatska): TOOLS OF THE TRADE: DIGITAL AUDIO WORKSTATION USAGE ANTECEDENTS

Brano Markić, Sanja Bijakšić, Marko Šantić (Bosna i Hercegovina /Bosnia and Hercegovina): ARTIFICAL INTELLIGENCE IN DETERMING MARKETING CUSTOMER STRATEGY /UMJETNA INTELIGENCIJA U ODREĐIVANJU MARKETINŠKE STRATEGIJE

Melita Rozman Cafuta (Slovenia/Slovenija): VISUAL COMMUNICATION, NIGHT LIGHTS AND SHADOWS IN OPEN URBAN AREAS / VIZUALNA KOMUNIKACIJA, NOĆNA SVJETLA I SJENE U GRADSKIM OTVORENIM PROSTORIMA

Zdenka Damjanić (Croatia/Hrvatska): THE PRACTICE AND THE CONDUCT OF BUSINESS ENTITIES IN WASTE SEPARATION ON ISLAND OF KRK / PRAKSA I PONAŠANJE GOSPODARSKIH SUBJEKATA U RAZDVAJANJU OTPADA NA OTOKU KRKU

Matas, N., Poščić, P., Subotić, D. (Croatia/Hrvatska): COMPARISON OF MYSQL AND POSTGRESQL DATABASE MANAGEMENT SYSTEMS / USPOREDBA MYSQL I POSTGRESQL SUSTAVA ZA UPRAVLJANJE BAZOM PODATAKA

Tihomir Kudrnovsky (Croatia/Hrvatska): CROATIAN HIGHWAY SYSTEM AS A FACTOR AFFECTING THE RHYTHMS AND THE QUALITY OF LIFE IN EVERYDAY LIFE ACROSS THE COUNTRY, WITH EMPHASIS ON THE DEVELOPMENT FROM CENTURY TO THE PRESENT DAY / SUSTAV HRVATSKIH AUTOCESTA KAO FAKTOR UTJECAJA NA RITMOVE I KAKVOĆU ŽIVOTA U SVAKODNEVICI DILJEM ZEMLJE, S OSVRTOM NA RAZVITAK KROZ STOLJEĆE DO SUVREMENOSTI

Branko Radil (Croatia/Hrvatska): PRESENTATION OF RESOLUTION OF BALLAST WATER MANAGEMENT / PRIKAZ REZOLUCIJE O UPRAVLJANJU BALASTNIM VODAMA

DISKUSIJA / *DISCUSSION*

12,30 -16,30

KOMUNIKACIJSKI MENADŽMENT / COMMUNICATION MANAGEMENT

Voditelji /Chairmen:
Slobodan Hadžić, Ksenija Čulo, Goran Popović (Hrvatska/ Croatia)

Ksenija Čulo (Croatia/Hrvatska): VIRTUAL ORGANIZATION – THE FUTURE HAS ALREADY BEGUN / VIRTUALNA ORGANIZACIJA – BUDUĆNOST JE VEĆ OTPOČELA

Jacinta Grbavac, Vitomir Grbavac (Croatia/Hrvatska): THE EMERGENCE OF SOCIAL NETWORKS AS GLOBAL COMMUNICATION PHENOMENON / POJAVA DRUŠTVENIH MREŽA KAO GLOBALNOG KOMUNIKACIJSKOG FENOMENA

Matjaž Duh, Monika Senčar (Slovenia/Slovenija): QUALITY VISUALIZATION OF THE COMPANY FOR A BETTER RECOGNITION / KVALITETNA VIZUALIZACIJA PODUZEĆA U FUNKCIJI NJEGOVE PREPOZNATLJIVOSTI

Goran Popović, Tanja Grmuša, Hrvoje Prpić(Croatia/Hrvatska): MANAGING INFORMATION AND KNOWLEDGE IN THE CASE OF THE CAMPAIGN FOR ELECTIONS TO THE EUROPEAN PARLIAMENT IN 2013 / UPRAVLJANJE INFORMACIJAMA I ZNANJEM NA PRIMJERU KAMPANJE ZA IZBORE ZA EUROPSKI PARLAMENT 2013.

Lidija Runko Luttenberger(Croatia/Hrvatska): TECHNOLOGICAL CHALLENGES IN ENVIRONMENTAL PROTECTION / TEHNOLOŠKI IZAZOVI U ZAŠTITI OKOLIŠA

Marija Valčić (Croatia/Hrvatska): INNOVATIONS IN ART AND INNOVATION PRESENTATION OF ART IN THE CASE OF Exat 51 / INOVACIJE U UMJETNOSTI I INOVACIJSKA PREZENTACIJA UMJETNOSTI NA PRIMJERU EXAT 51

Jelena Zovko (Bosna i Hercegovina / Bosnia and Hercegovina): LEARNING FROM OUR OWN EXPERIENCES: A REVIEW OF CBR (CASE BASED REASONING) IN HERZEGOVINA COMPANIES / UČENJE IZ VLASTITOG ISKUSTVA: OSVRT NA CBR (CASE BASED REASONING) U HERCEGOVAČKIM PODUZEĆIMA

Ivana Gažić, Zvonimir Grgas (Croatia/Hrvatska): INVESTOR RELATIONS AS IMPORTANT FUNCTION OF PUBLIC RELATIONS IN COMMERCIAL COMPANIES AND PUBLIC ADMINISTRATION / ODNOSI S INVESTITORIMA KAO VAŽNA FUNKCIJA ODNOSA S JAVNOŠĆU U KOMERCIJALNIM TVRTKAMA I JAVNOJ UPRAVI

Sandra Soče Kraljević, Zorana Vidačak, Mirela Mabić (Bosna i Hercegovina /Bosnia and Hercegovina): IMPACT OF PUBLIC RELATIONS IN THE PROCESS OF BUYING DECISION / UTJECAJ ODNOSA S JAVNOŠĆU NA PROCES DONOŠENJA ODLUKE O KUPNJI

Silvija Herceg (Hrvatska /Croatia): GLOBAL ENGLISH AND/OR GLOBISH / GLOBALNI ENGLESKI I/ILI „GLOBISH“

Zlatko Lacković, Krešimir Lacković (Croatia/Hrvatska): PUBLIC RELATIONS OF THE COMPANIES PROVIDING MAINTENANCE SERVICES BASED ON THE OUTSOURCING MODEL / ODNOSI S JAVNOSTIMA U TVRTKI KOJE SE BAVE ODRŽAVANJEM TEHNIČKIH SUSTAVA PO MODELU OUTSOURCINGA

Jan Dolar, Mario Plenković,Tina Tomažič (Slovenija /Slovenia): THE POSSIBLE USE OF HYPNOSIS IN PUBLIC RELATIONS PRACTICE /MOGUĆA UPOTREBA HIPNOZE U PRAKSI ODNOSA SA JAVNOSTIMA

Zoran Jevtović, Zoran Aracki (Srbija /Serbia): INFOKRATIYA AND POLITICAL COMMUNICATION / INFOKRACIJA I POLITIČKA KOMUNIKACIJA

Goran Popović, Tanja Grmuša, Ivana Matijašević (Croatia/Hrvatska): THE IMPACT OF WESTERN MEDIA ON THE DECISION TO INTERVENE IN LIBYA / UTJECAJ ZAPADNIH MEDIJA NA POKRETANJE VOJNE INTERVENCIJE U LIBIJI

Matej Galić, Tamara Banac (Hrvatska /Croatia): PR MANAGERS' ROLE AND FUNCTION IN MODERN TRADE BUSINESS / ULOGA I FUNKCIJA MENADŽERA ODNOSA S JAVNOSTIMA U SUVREMENOM POSLOVANJU TRGOVAČKIH DRUŠTAVA

DISKUSIJA / *DISCUSSION*

NEDJELJA/SUNDAY 29.06.2014.

HALL NAVA / DVORANA NAVA

09,00 -13,00

E-OBRAZOVANJE I ŠKOLA BUDUĆNOSTI / E-EDUCATION AND SCHOOL OF THE FUTURE

Voditelji/Chairmen:
Mile Pavlić, Vlado Rosić (Hrvatska/Croatia), Elvira Supataeva Kyrgyzstan)

Wojciech Walat (Poljska /Poland): COGNITIVE THEORIES OF LEARNING AS THE BASIS FOR DIDACTIC METAPROGRAMMING / KOGNITIVNE TEORIJE UČENJA KAO OSNOVA ZA DIDAKTIČKO METAPROGRAMIRANJE

Supataeva Elvira (Kyrgyzstan): EDUCATION IN KYRGYZSTAN / OBRAZOVANJE U KIRGISTANU

Slavoljub Hilčenko (Srbija/ Serbia): " FLOATING EGG!?" HEURISTIC-PLANNED MODEL OF ANIMATED-SCIENTIFIC PROJECT IN 4TH GRADE / ''JAJE KOJE PLUTA!?'' HEURISTIČKO-PROGRAMIRANI MODEL ANIMIRANO-ZNANSTVENOG ZADATKA U 4. RAZREDU

Dragica Pešaković (Slovenija/ Slovenia): MONITORING THE SKILLS OF STUDENTS IN COMPETENCE BASED CURRICULUM / PRAĆENJE VJEŠTINE UČENIKA U KOMPETENCIJSKI ZASNOVANOM KURIKULUMU

Uhrinová Miriam - Zentko Jozef (Slovačka / Slovakia): IMPLEMENTATION OF ELEMENTS OF FOLK CULTURE INTO PROCESS OF PRIMARY EDUCATION IN SLOVAKIA / IMPLEMENTACIJA ELEMENATA NARODNE KULTURE U PROCES OSNOVNOG OBRAZOVANJA U SLOVAČKOJ

Blahútová Dana, Macko Jozef, Stollárová Nadežda (Slovačka /Slovakia): ENVIRONMENTAL KNOWLEDGE AMONG STUDENTS OF LOWER SECONDARY EDUCATION IN SLOVAKIA / ZNANJE O OKOLIŠU KOD UČENIKA NIŽIH RAZREDA U SLOVAČKOJ

Vlatka Kovač (Croatia/Hrvatska): FOSTERING PARENT-SCHOOL RELATIONSHIP THROUGH CLASS WEB PAGES / POTICANJE PARTNERSKIH ODNOSA RODITELJA I ŠKOLE OTVARANJEM INTERNETSKE STRANICE RAZREDA

Danijela Romić, Željka Vajda Halak, Darija Ivanković (Croatia/Hrvatska): ATTITUDES AND PERCEPTIONS OF LOCAL POLITICIANS ON LIFELONG LEARNING / STAVOVI I PERCEPCIJA LOKALNIH POLITIČARA O CJELOŽIVOTNOM UČENJU

Andrej Šafhalter (Slovenija /Slovenia): 3D MODELING AS AN ACTIVITY FOR STUDENTS OF BOTH GENDERS AND DIFFERENT LEARNING STYLES / 3D MODELIRANJE KAO DJELATNOST ZA UČENIKE OBAJU SPOLOVA I RAZLIČITIH STILOVA UČENJA

Mirela Mabić, Dražena Gašpar, Jelena Zovko (Bosna i Hercegovina / Bosnia and Hercegovina): E-CLASS REGISTER: ATTITUDES OF THE SECONDARY SCHOOL PROFESSORS AT THE HERZEGOVINA AREA / E-DNEVNIK: STAVOVI PROFESORA SREDNJIH ŠKOLA NA PODRUČJU HERCEGOVINE

Anamarija Kirinić (Croatia/Hrvatska): THE ROLE OF IC TECHNOLOGY IN CHANGING THE PARADIGM OF EDUCATION / ULOGA IC TEHNOLOGIJE U PROMJENI OBRAZOVNE PARADIGME

Ana Mulović, Maja Dadić (Croatia/Hrvatska): APPLICATION OF NEW TECHNOLOGIES IN THE EDUCATIONAL PROCESS: ELECTRONIC BOOKS AS A NEW SOURCE OF KNOWLEDGE / PRIMJENA NOVIH TEHNOLOGIJA U OBRAZOVNIM PROCESIMA: ELEKTRONIČKE KNJIGE KAO NOVI IZVORI ZNANJA

Joško Sindik (Croatia/Hrvatska): APPLYING THE THEORY OF REASONED ACTION IN THE ANALYSIS OF INTERNET USAGE AMONG THE STUDENTS FOR EDUCATIONAL PURPOSES / PRIMJENA TEORIJE RAZLOŽNE AKCIJE U ANALIZI KORIŠTENJA INTERNETA KOD STUDENATA U OBRAZOVNE SVRHE

Mirela Mabić (Bosna i Hercegovina / Bosnia and Hercegovina): SOCIAL NETWORKS IN EDUCATION: WHAT DO STUDENTS OF UNIVERSITY OF MOSTAR THINK / DRUŠTVENE MREŽE U OBRAZOVANJU: ŠTO O TOME MISLE STUDENTI SVEUČILIŠTA U MOSTARU

Stana Odak Krasić, Marijana Togonal, Dubravka Pleše (Croatia/Hrvatska): LANGUAGE AND CULTURE OF CROATIAN SOCIETY. STUDENT ATTITUDES ABOUT TEACHING LANGUAGE CULTURE IN COLLEGES AND HIGHER EDUCATION / JEZIČNA KULTURA I HRVATSKO DRUŠTVO. STAJALIŠTA STUDENATA O NASTAVI JEZIČNE KULTURE NA FAKULTETIMA I VISOKIM UČILIŠTIMA

Marta Račić (Croatia/Hrvatska): INTERDISCIPLINARITY FOR SCHOOL OF THE FUTURE : NATURE OF INTERDISCIPLINARY IN HIGHER EDUCATION INSTITUTIONS IN CROATIA / INTERDISCIPLINARNOST ZA ŠKOLU BUDUĆNOSTI PRIRODA INTERDISCIPLINARNOSTI U VISOKO-OBRAZOVNIM INSTITUCIJAMA U HRVATSKOJ

Mirosław Babiarz,Miłosz Mółka: (Poljska /Poland) OUTLINE OF PEDAGOGY PERSONAL AND EXISTENTIAL / OBRIS OSOBNE PEDAGOGIJE

DISKUSIJA / *DISCUSSION*

HALL LEUT /DVORANA LEUT

09,00 – 19,00

EUROPSKI POSLOVNI STUDIJI /EUROPEAN BUSINESS STUDIES

HRVATSKA U EUROPSKIM INTEGRACIJSKIM PROCESIMA / CROATIA IN EUROPEAN INTEGRATION PROCESSES

Voditelji / Chairmen:
Cirila Toplak, Jure Toplak (Slovenija /Slovenia), Giorgio Dominese (Italija /Italy)

Cirila Toplak (Slovenia/Slovenija): HOW MUCH EUROPEAN CAN WE BECOME? BENEFITS AND RISKS OF EUROPEANISATION / KOLIKO EUROPSKI MOŽEMO POSTATI? KORISTI I OPASNOSTI EUROPEIZACIJE

Erich Hoedl (Austria/Austrija): EUROPE 2020 STRATEGY: NEW APPROACHES AND AMBITIOUS TARGETS" – 2ND PART / STRATEGIJA EUROPA 2020 / NOVI PRISTUPI I AMBICIOZNI CILJEVI – 2.DIO

Laris Gaiser (Hrvatska / Croatia): GEO-STRATEGIC POSITION OF CROATIA / GEOSTRATEŠKI POLOŽAJ HRVATSKE

Ivo Bizjak (Slovenija /Slovenia): EUROPEAN UNION AS AN AREA OF FREEDOM, SECURITY AND RIGHTS / EUROPSKA UNIJA KAO PROSTOR SLOBODE, SIGURNOSTI I PRAVA

Djordje Gardašević (Hrvatska /Croatia): CONSTITUTIONAL CHANGES IN CROATIA AND MEMBERSHIP IN THE EUROPEAN UNION / USTAVNE PROMJENE U REPUBLICI HRVATSKOJ I ČLANSTVO U EUROPSKOJ UNIJI

Illir Dugolli (Kosovo): LEGAL AND POLITICAL ASPECTS OF KOSOVO'S PATH TO EU / PRAVNI I POLITIČKI ASPEKTI KOSOVSKOG PUTA PREMA EU

Karmen Medica (Slovenija / Slovenia): EUROPEAN INTEGRATION PROCESSES - SLOVENIA AND CROATIA IN THE CONTEXT OF NEW MIGRATION AND MEDIA AND CHALLENGES / EUROPSKI INTEGRACIJSKI PROCESI - SLOVENIJA I HRVATSKA U KONTEKSTU NOVIH MIGRACIJSKIH I MEDIJSKIH IZAZOVA

Peter Simonič (Slovenija /Slovenia): INTEGRATION PROCESSES OF ISLAND MLJET IN THE PAST AND THE FUTURE / INTEGRACIJSKI PROCESI OTOKA MLJETA U PROŠLOSTI I BUDUĆNOSTI

DISKUSIJA / *DISCUSSION*

HALL LIBURNA / DVORANA LIBURNA

09,00 – 10,30

TEHNOLOGIJA I NOVI KOMUNIKACIJSKI TRENDOVI U TURIZMU / TECHNOLOGY AND THE NEW COMMUNICATION TRENDS IN TOURISM

Voditelji / Chairmen:
Vlado Galičić (Hrvatska / Croatia), Božidar Veljković (Slovenija /Slovenia)

Sandra Mrvica Mađarac, Marina Guzovski (Croatia/Hrvatska): DIFFUSE HOTEL AS A TOURISM TREND / DIFUZNI HOTEL KAO TURISTIČKI TREND

Aleksandar O. Božić, Aleksandar S. Simić, Savo M. Vučković (Srbija /Serbia): LAWN MAINTENANCE OF BELGRADE HOTELS AND POSSIBILITIES FOR IMPROVEMENT / STANJE TRAVNJAKA BEOGRADSKIH HOTELA I MOGUĆNOSTI UNAPREĐENJA

Dina Lončarić, Ana Čuić Tanković, Magdalena Ramić (Croatia/Hrvatska): APPLICATION OF WEB MARKETING IN PROMOTION OF CONTINENTAL TOURIST DESTINATION / PRIMJENA WEB MARKETINGA U PROMOCIJI KONTINENTALNE TURISTIČKE DESTINACIJE

Cipriana Sava, Adrian Nicolae Mateia (Rumunjska / Romania): THE TOURISM AGENCY AND THE NEW COMMUNICATION TECHNOLOGIES / TURISTIČKA AGENCIJA I NOVE KOMUNIKACIJSKE TEHNOLOGIJE

Vesna Spasić, Danijel Pavlović (Srbija /Serbia): INTERNET AS A MARKETING COMMUNICATION TOOL FOR INCOMING TOUR OPERATORS AND TRAVEL AGENCIES IN SERBIA / INTERNET KAO MARKETINŠKI KOMUNIKACIJSKI ALAT ZA TURISTIČKE AGENCIJE U SRBIJI

Maja Bijelić (Srbija /Serbia): NATIONAL TOURIST ORGANIZATIONS AND TRENDS IN COMMUNICATION WITH CUSTOMERS / NACIONALNE TURISTIČKE ORGANIZACIJE I TRENDOVI U KOMUNIKACIJI SA KORISNICIMA USLUGA

Stjepan Jagić (Croatia/Hrvatska): PROCESSES OF GLOBALIZATION AND THE SOCIOCULTURAL FEATURES OF SUSTAINABLE TOURISM / PROCESI GLOBALIZACIJE I SOCIO-KULTURNE OSOBINE ODRŽIVOG TURIZMA

Vlasta Kučiš, Mario Plenković, Daria Mustić (Slovenija/Hrvatska; Slovenia /Croatia): NEW FEATURES OF TOURISM IN THE PERCEPTION OF BUSINESS WOMEN / NOVE ZNAČAJKE TURIZMA U PERCEPCIJI POSLOVNIH ŽENA

DISKUSIJA / *DISCUSSION*

10,30 – 12,00

RELIGIJA, KULTURA I MEDIJI / RELIGION, CULTURE AND MEDIA

Voditelji / Chairmen:
Zdravko Sorđan (Srbija /Serbia), Albert Kulla (Slovakia/Slovačka), Alan Labus (Hrvatska /Croatia)

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Radivoje Rade Milosavljević (Srbija /Serbia): SPIRITUALITY AND RELIGION IN MEDICAL SCIENCE: COPING WITH MODERN LIFE / DUHOVNOST I RELIGIJA U MEDICINI: NOŠENJE SA MODERNIM ŽIVOTOM

DISKUSIJA / *DISCUSSION*

12,00 – 13,00

TRANSPARENTNOST I SIGURNOST U GLOBALNOM KOMUNIKACIJSKOM DRUŠTVU/ TRANSPARENCY AND SECURITY IN THE GLOBAL COMMUNICATION SOCIETY

Voditelji / Chairmen:
Božo Marković (Srbija/Serbia), Milan Jurina, Vilko Žiljak (Hrvatska/Croatia)

Vilko Žiljak, Jana Žiljak Vujić, Davor Cafuta, Klaudio Pap, Ivana Žiljak Stanimirović, Ivan Dodig (Croatia/Hrvatska): MULTIMEDIA SYSTEM FOR VISUAL AND INFRARED SPECTRUM OF A NEW IDENTITY CARD / MULTIMEDIJALNI SUSTAV ZA VIZUALNI I INFRACRVENI SPEKTAR NOVE OSOBNE ISKAZNICE

Primož Britovšek, Tvrtko-Matija Šercar (Slovenia/Slovenija): INFLUENCE OF INTELLIGENCE REVOLUTION ON THE DEVELOPMENT OF INFORMATION SCIENCE, STRENGTHENING THE TENDENCY OF INFORMATION TOTALITARIANISM AND DEVELOPMENT OF INFORMATION / UTJECAJ OBAVJEŠTAJNE REVOLUCIJE NA RAZVOJ INFORMACIJSKE ZNANOSTI, JAČANJE TENDENCIJA INFORMACIJSKOG TOTALITARIZMA I RAZVOJ INFORMACIJSKOG PRAVA

Slavko Šimundić, Danijel Barbarić, Siniša Franjić (Croatia/Hrvatska): RIGHT TO FREE ACCESS TO INFORMATION / PRAVO NA SLOBODAN PRISTUP INFORMACIJAMA

Christian Stipanović, Elena Rudan (Hrvatska /Croatia): NEW BUSINESS CULTURE AS A FUNCTION OF INFORMATION SECURITY / NOVA POSLOVNA KULTURA U FUNKCIJI INFORMACIJSKE SIGURNOSTI

Nina Gumzej (Croatia/Hrvatska): DIGITAL ENVIRONMENT CHALLENGES FOR PRIVACY AND SECURITY OF PERSONAL DATA / IZAZOVI DIGITALNOG OKRUŽENJA ZA PRIVATNOST I SIGURNOST OSOBNIH PODATAKA

Krunoslav Antoliš (Croatia/Hrvatska): LEGAL PREREQUISITES FOR TRANSPARENCY AND SECURITY IN VIRTUAL REALITY / ZAKONSKI PREDUVIJETI TRANSPARENTNOSTI I SIGURNOSTI U VIRTUALNOJ STVARNOSTI

Tihomir Katulic (Hrvatska /Croatia): LEGAL FRAMEWORK OF INFORMATION SOCIETY / PRAVNI OKVIR INFORMACIJSKOG DRUŠTVA

DISKUSIJA / *DISCUSSION*

15,00 – 16,00

EUROPSKI IDENTITET I MALE NACIJE: NOVI DRUŠTVENI IZAZOVI / EUROPEAN IDENTITY AND SMALL NATIONS: NEW SOCIAL CHALLENGES

Voditelji / Chairmen:
Štefan Luby (Slovačka/ Slovakia), Ludvik Toplak (Slovenija /Slovenia)

Štefan Luby, Martina Lubyová: PREDICTIONS OF THE SUCCESS RATE OF EU NEW MEMBER STATES IN RECEIVING HORIZON 2020 FUNDING / PREDVIĐANJA USPJEHA NOVIH EU ČLANICA U POVLAČENJU NOVCA IZ HORIZON 2020

Željko Pavić, Marina Đukić, Mirta Bijuković Maršić (Croatia/Hrvatska): EUROPEAN IDENTITY: MEDIA AND CULTURE / EUROPSKI IDENTITET: MEDIJI I KULTURA

Irena Popović (Croatia/Hrvatska): BRAND COMMUNICATION FOR SMALL CITIES / KOMUNIKACIJA BRENDOM ZA MALE GRADOVE

Dejan Gluvačević: KEY CONCEPTS OF PERCEPTION OF IDENTITY IN INTERNATIONAL RELATIONS / KLJUČNI KONCEPTI PERCEPCIJE IDENTITETA U MEĐUNARODNIM ODNOSIMA

Ivana Milojević: COMPETITION - MOST IMPORTANT DIMENSION OF MARKET ECONOMY / KONKURENCIJA - NAJZNAČAJNIJA DIMENZIJA TRŽIŠNE EKONOMIJE

DISKUSIJA / *DISCUSSION*

PONEDJELJAK/ MONDAY 30.06.2014.

09,30 -11,00

ZAKLJUČAK ZNANSTVENOG SKUPA */ CONCLUSION OF THE SCIENTIFIC CONFERENCE*

Voditelji / Chairman: Prof.dr.sc. Vlado Galičić & Prof.dr.sc. Mario Plenković & prof.dr.sc.Ludvik Toplak

15,00 – 16,00: ORGANIZACIJSKI ODBOR/ ORGANIZING COMITTEE – CROATIAN COMMUNICATION ASSOCIATION & INFORMATOLOGIA (HKD – CCA – DIT 2014) - (Samo za članove / Members only)

17,00 – 18,00: INFORMATOLOGIA & DIT 2014 (Urednički odbor/Editorial Bord/Members only)

18,00: SKUPŠTINA HKD/CCA (Samo za članove/Members only)

Predsjednici Organizacijskog i Programskog odbora/ Presidents of the Organizing and Program Committee:

Prof.dr.sc. Vlado Galičić

Prof.dr.sc. Mario Plenković

Prof.dr.sc. Ludvik Toplak

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DRUŠTVO I MEĐUGENERACIJSKI DIJALOG

SOCIETY AND INTERGENERATIONAL DIALOGUE

THE PROBABILITY OF LATE MENOPAUSE IN RELATION TO THE EXTENDED LIFE EXPECTANCY

Apolonija Rajh, Miha Rajh
Alma Mater Europaea, Maribor, Slovenia

Abstract
The article consists of a theoretical and an empirical part. In the theoretical part I explain, when menopause occurs and why, describe the signs of menopause, measures to relieve the signs of menopause and from the medical and scientific perspective explain, what is happening in the body during menopause, physical and mental changes that subsequently occur and what these changes may cause. I give advices on how to prepare for menopause and how to live with it. There are three types of menopause: natural menopause, artificial menopause (the result of a surgical procedure) and premature menopause. I describe all three cases in detail. I introduce various surveys and studies on this topic. I also touch on the topic of male menopause. The extended life expectancy brings up many questions, one of these definitely being , if the phenomenon of the late menopause is relative to the life expectancy. I'm looking for the answer to this question in the empirical part of the article. I aim to present the goals of my research and my hypotheses. The survey consists of statements of interviewed women in the Ptuj area, and of the review of medical records from a larger number of women, living in Ptuj. The starting point of my study was the age of the people I have chosen to question. For comparison, I took the dependence between the stages of first menstruation and the menopause of each individual woman. I was also wondering, how many births the women and at what age did they give birth to their first child. Some of my interlocuters forwarded informations about menopause in their wider family circle (the question of gene inheritance). I questioned them about their education levels in order to find out, if education and general awareness have an influence on the menopause. I was also interested, whether they are informed about changes and problems that often come with menopause. In the final chapter I summarize my conclusions, i.a. if we can expect a late or pre-timed menopause with the longer life expectancy.

Keywords: menopause, longer age expectancy, bodychanges

1. UVOD

Prilikom istraživanja tajni i funkcioniranja ljudskog organizma, uvijek se okrećemu u povijest našeg postojanja, da time možemo napraviti usporedbu s današnjim vrjemenom i tako pokušamo shvatiti što možemo očekivati u budućnosti. Takav je bio i moj pristup. Pregled kroz veći dio povijesti , otkrio mi je, da sve do početka prošlog stoljeća, prosječna žena nije živjela dovoljno dugo, da bi mogla preživjeti svoje rodno razdoblje i dočekati menopauzu. Uslijedilo je razdoblje kada su žene menopauze već preživjele, ali su je doživljavale kao znak neminovnog tjelesnog propadanja. Danas međutim , kada se očekuje da će žena u prosjeku živjeti još trideset do četrdeset godina nakon menopauze , svaka si žena želi ostati dinamična, pronicava i utjecajna. Poznato je da zbog toga neki znanstvenici objašnjavaju da je menopauza propust prirode. Iskustvo menopauze kod žena u velikoj je mjeri ovisna od kulturnih, društvenih i političkih okruženja . Razlike u percepciji klimakterija i menopauze u žena iz različitih društvenih sredina, pokazuju na raznolikost iskustva oko klimakterija i menopauze, što podrazumijeva da jedinstvena teorija ovog fenomena jednostavno nije moguća. To znači da su biološke promjene koje se događaju tijekom menopauze, spoj biologije i kulture, gena, prehrane, utjecaja okoline i rodnosnih ponašanja. Ponekad se u našoj široj i užoj zajednici, oko menopauze (kao što i menstruaciji) nije govorilo u javnosti, jer su žene svoj prijelaz doživljavale u sasvim drugačijoj okolini. Danas o menopauzi govori se naglas baš iz tog razloga, da bi žene ostatak godina nakon menopauze mogle proživjeti kvalitetnim i punim životom.

2. MENOPAUZA KAO JEDNOKRATNI DOGAĐAJ

Menopauza, prirodna je faza u životu žene, kada se obzirom na proces starenja, počinje smanjivati aktivnost jajnika i brzo se smanjuje količina spolnih hormona, što prouzrokuje prestanak menstruacije. Prirodna menopauza nastupa u prosjeku između 48 i 52. starosne godine. Profesija opisuje to kao posljednju menstruaciju, koja se dogodi u razdoblju klimakterija, to je ona faza u procesu starenja, koja označava prijelaz iz plodnosti do neplodnosti. O tome, da je u ovom kontekstu menopauza jedinstveni događaj, a klimakterij proces, koji traje nekoliko godina, govori istraživaćica i biologinja Anne Fausto-Sterling u svojoj knjizi Spolni mitovi (1992: 113-114).

3. ZNAČENJE RIJEČI MENOPAUZA I KLIMAKTERIJ

Riječ menopauza sastoji se od grčkih riječi menos (genitiv riječi men, koja znači mjesec, otuda i menses i menstruacija - krvarenje žene svakog mjeseca u rodnoj dobi) i pausis (od pauein, što znači prouzrokuvanje prestanka). Menopauza znači dakle prestanak menstruacije i kao događaj, može ga se uvijek otkriti samo retrogradno - kada žena jednu godinu nije dobila mjesečnicu, može znati, da je uz posljednju menstruaciju doživjela menopauzu.
I riječ klimakterij dolazi iz grčkog, klimakter – prečka ljestve i klimakterikos – što u grčkoj astrologiji predstavlja kritičnu točku, odnosno razdoblje u ljudskom životu.

4. SIMPTOMI MENOPAUZE

Žena u razdoblju prije i poslije menopauze, nazvane klimakterij, doživljava puno fizičkih i psihičkih promjena koje mogu značajno promijeniti njezin život. Pojavljuju se simptomi , koji mogu biti psihički i / ili organski. Kao psihičke znakove Borko i dr. (1998) navode: mučnina , poteškoće s koncentracijom, osjećaj inferiornosti, neodlučnost, zaboravljivost, promjene raspoloženja, agresivnost, tjeskoba, umor, depresija, pa čak i samoubojstvene misli itd. .
Organski simptomi na prvi pogled izgledaju manje zastrašujuće, Borko i dr. (1998) pišu da mogu biti rani ili kasni. Među prve svrstavaju većinom vrućinske valove, znojenje, crvenilo i lupanje srca (inače poznate kao premenopauzni vazomotorni simptomi), a u kasne uključuju se suha i uvela koža, suha vagina, opuštene grudi. U kasnijem razdoblju postmenopauze, tanjenju sluznice u genitalnom aparatu pridruži se i stanjivanje sluznice mokraćnog sustava - tako zvani urogenitalni sindrom, koji se odražava u ponavljajućim upalama vanjskog polovila, neugodnom svrabu nožnice i polovila, u pratnji sa učestalim mokrenjem i urinarnom inkontinencijom. (Borko i dr., 1998: 77)
Svi ovi simptomi, po mišljenju liječničkih stručnjaka, mogu biti kratkotrajni ili dugotrajni. Prema mišljenju slavne britanske liječnice Miriam Stoppard, neki su bezopasni, dok su drugi „prave bombe, za koje ne znamo kada će eksplodirati“ (Stoppard 1996: 6). Među te, svrstavaju se pre svega osteoporoza i krvno – žilne bolesti, kod kojih bi estrogen trebao biti od ključnog sigurnosnog značaja. Borko i dr. (1998) tako tvrde da danas znamo, da spolni hormoni snose važne zaštitne funkcije, pa se nakon menopauze, kada taj zaštitni učinak nestaje, u žena povećavaju vrijednosti kolesterola i masti u krvi i naglo se počinju razvijati degenerativne bolesti (Borko i dr., 1998: 77).
Vjerojatnost pojave određenog simptoma ovisi i od toga, da li ga žena percipira kao nužan dio procesa starenja. U tom je slučaju ženinu iskustvo menopauze, svakako povezano s očekivanjima tog događaja. Prema mišljenju Alice Chornesky, također se može predvidjeti, da se razina neugode, koju žene doživljavaju u odnosu na određene simptome, varira obzirom na važnost, koju joj pripisuju. „*Ako u određenoj kulturi, kraj reproduktivne sposobnosti označava prijelaz u časno društveno ulogu, značaj će vjerojatno biti pozitivan, dok će u slučaju, da kultura ovaj događaj shvaća kao kraj privlačnosti žene i početak propadanja, značaj najvjerojatnije biti negativan*.“ (Chornesky 1998: 42).

5. KAKO SI MOŽEMO POMOĆI

Simptomi menopauze mogu biti blage ili teške naravi. Kad su simptomi blagi, možemo si pomoći s jednostavnim mjerama, tako da se brinemo o zdravoj prehrani i dovoljnoj tjelesnoj aktivnosti, jačamo mišiće zdjeličnog dna, smanjimo prekomjernu tjelesnu težinu, prestanemo pušiti, ne konzumiramo prekomjerno alkohol, vruća i pekuća jela i pića, nosimo odjeću od prirodnih materijala, uz sve to, moramo si uzeti dovoljno vremena za opuštanje i odmor.
U slučaju, da su simptomi teški i ugrožavaju kvaliteta života, možemo se odlučiti za hormonsku nadomjesno liječenje (HNZ). Time obnovimo razinu estrogena u jajnicima, čime spriječimo dugoročne posljedice nedostatka istih.
Neke žene nemaju povjerenja u utjecaj lijekova na svoje tijelo, pa zbog toga koriste druge metode za savladavanje simptoma, kao što su homeopatija, aromaterapija, herbalizam, akupunktura, fizioterapija i druge.

6. ŠTO SE DOGAĐA U TIJELU

Iako je menopauza povezana s promjenama u tijelu, kao što je smanjena formacija estrogena i progesterona, što rezultira na kardiovaskularnim bolestima, osteoporozi i karcinomu dojke, o menopauzi ne možemo govoriti kao o bolesti, nego o stanju nedostatka hormona. Spolne hormone znanost dijeli u tri veće skupine - estrogene (među njima: estradiolestriol, estron), progestagene ili progestine (progesteron, pregnandiol) i androgene (testosterol, androstendion, androstandiol).
„Žene posjeduju dvije najvažnije vrste estrogena - estradiol i estron, koji nastaje prilikom raspada estradiola. Količina

tih dviju estrogena počinje padati čak i prije nego što primijetimo bilo kakve simptome mene. Posljedica je povećavanje količine FSH (folikle stimulirajućeg hormona) u krvi. Ovakvo laboratorijsko izvješće najavljuje menu. U normalnom menstrualnom ciklusu, najvažniji estrogen je estradiol, kojeg formira folikel što se razvija u jajniku. Nakon menopauze, ulogu najvažnijeg estrogena preuzima estron, ali taj ne nastaje u jajnicima, nego u podređenim procesima u masnim ćelijama i mišićima. Estron formira se iz muškog spolnog hormona androstenediona, kojeg jajnici i nadbubrežne žlijezde luče čak još u menopauzi. Zbog toga, jer se estron nakon menopauze ne formira ciklički, njegova razina ne varira u toj mjeri kao što je njihao iznos estradiola u premenopauzi. Estron i biološki je znatno manje aktivan nego estradiol, što se može odraziti u relativno pretjeranoj količini muških hormona. Kad lučenje strogena i progesterona njiha, to se odražava u zdravlju i stanju naših organa" (Stoppard 1996: 6). Andreja Kocijančič u knjizi "Knjiga o klimakteriju" (1995) piše, da se promjene, koje upozoravaju na približavanje menopauze, mogu ukazivati nekoliko mjeseci ili godina prije izostanka menstruacije - to razdoblje nazivamo perimenopauzalno ili predklimakterično, dok je razdoblje nakon zadnje menstruacije također poznato kao postmenopauzalno. Klimakterij obično traje od jedne do tri godine, dok pojedini simptomima mogu biti prisutni čak 20 godina nakon posljednje menstruacije (Kocijančič, 1995:13).

7. FIZIČKE I MENTALNE PROMJENE

Zbog smanjenja količine estrogena u meni, ubrzava se starenje kože, kosa se stanjuje, njezin je rast ometan. Nakon menopauze, tijelo gubi kolagen, koji je najvažniji sastojak vezivnog tkiva. Zbog toga, kosti i koža postaju manje otporni na ozljede, mišići gube snagu, obim i izdržljivost, a zglobovi utvrde i postaju bolni. Oblik i veličina trbuha se promijene, dojke klonu i spljošte se. Smanjenje količine estrogena, također može povrijediti i mozak, pa to dovodi do pojavljivanja simptoma kao što su tjeskoba, depresija i zaborava. Njihanje raspoloženja i drugi emocionalni poremećaji mogu ugroziti odnos između partnera, što može izazvati još više nepredvidivih problema. Važno je, da se na dolazeće promjene dobro pripremite - čitanjem literature o ovoj temi ili razgovorom sa starijom osobom, koja već ima iskustva s menopauzom. Ako ste shvatile zbog čega se promjene pojavljuju i kako ih ublažiti, lakše čete im se moći prilagoditi.

8. VRSTE MENOPAUZE

Prirodna menopauza nastupa između 48. i 52. godine starosti. Opisana je na početku članka. Zbog nekih čimbenika, menopauza može nastupiti ranije ili kasnije. Prijevremena menopauza: donedavna smatralo se, da su žene, kojima se dogodi menopauza prije četrdeset godina starosti, iznimno rijetke. Novija istraživanja međutim pokazuju, da se udio onih koje ulaze u menopauzu prije četrdesete, ubrzano povećava. Razloga za to ima više, između ostalog, neprikladna prehrana i stres, pušenje i prekomjerna konzumacija alkohola. Posljedice prerane menopauze donose uvećane rizike za mnoge bolesti, uključujući osteoporozu i koronarne bolesti srca, pa i kraj reproduktivnih sposobnosti. Ženama koje dožive preranu menopauzu, treba nuditi hormonske nadomjesne terapije barem do normalne prosječne starosti kod menopauze. Umjetna se menopauze može pojaviti iznenada zbog kirurškog uklanjanja ili poremećaja u reproduktivnom sustavu, zbog zračenja ili kemoterapije, ili uzimanja određenih lijekova koji zbog medicinskih razloga izazovu ili oponašaju menopauzu. Ako žena nakon 55 godina starosti još uvijek ima menstruaciju, govorimo o zakasnili ili kasni menopauzi. Prouzrokovati je može povećana tjelesna težina ili miomi. Kod tih se žena može neznatno povećati rizik od nastanka raka maternice i dojki. Treba dodati, da se pored svih ostalih organa, staraju i jaja, a time nastaje niz mogućnosti za njihov kvar. Ako žena zatrudni nakon 45 godine starosti, u više od pola slučajeva, trudnoća se završi pobačajem. Od tih pobačaja, polovica pojavi se zbog genetskih defekata odnosno kromosomskih anomalija ploda. Rizici, koji su uglavnom negativni za fetus, su: viša mogućnost rođenja mrtvog djeteta, stagnacija plodovnog rasta u majčinoj utrobi, a češća je i pojava Downova sindroma. Uz većanje starosti majke, povećava se mogućnost za rođenje blizanaca ili trojki.

9. MUŠKA MENOPAUZA

Muškarci menopauzu ne doživljavaju kao žene. Postoji bitna razlika. Događaju se inače manje kemijske i hormonske promjene, ali su simptomi prije svega poremećaji u spavanju, zaboravljivost i smanjenje seksualnog nagona. Simptomi se ne pojavljuju u razdoblju između 45. i 55. godine starosti, ali se starenjem sve vrijeme postupno povećavaju. Donedavna za nazivanje muškog reproduktivnog starenja, uspostavljen je bio pojam andropauza, ali se taj izraz više ne upotrebljava. On je zamijenjen terminom " PADAM " (Partial Androgen Deficiency of the Aging Male) ili (djelomični

androgeni manjak starajućeg muškarca), jer muškarci "pauzu" ne doživljavaju u lučenju hormona, nego im se količina androgena samo postupno smanjuje. To dovodi do lošije kvalitete sjemenćica, količina sjemenske ejakulacije je manja, ali se proizvodnja sjemenćica odvija duboko u starost, razine testosterona su niže. Posljedice odražaju se u tipičnom nakupljavanju masti, muškarac dobiva trbuh, povećaju mu se grudi, počinje se debljati. Ponekad se ponaša nepredvidljivo (izlaže svoj ego).

10. CILJEVI ISTRAŽIVANJA I HIPOTEZE

U empirijskom dijelu, cilj mog istraživanja je, utvrditi da li je pojava menopauze uvjetovana sa starosnom dobom žene i kakav je utjecaj na pojavu različitih vrsta menopauze. Istraživanjem pokušavam potvrditi ili odbaciti sljedeće hipoteze : Žene, koje su doživjele menopauzu u razdoblju između 48. i 51. godine, imale su prilično sređen život, bez ozbiljnijeg stresa u obitelji ili na poslu. U prosjeku imaju dvoje djece , srednjoškolsko obrazovanje, simptome menopauze same si olakšavaju alternativnim pristupima ili lijekovima koje su dobile u ljekarni bez recepta. Ženama, koje su doživjele menopauzu u razdoblju između 38. i 48. godine, vrlo je važna karijera. Imaju visoko obrazovanje, pretjerano se bave sportskim aktivnostima, puše i često konzumiraju prekomjerne količine alkohola. Više od pola njih imala je operaciju na rodnim organima. U prosjeku, imaju do najviše jedno dijete. Simptome menopauze olakšavaju si sa hormonskom terapijama. Žene, koje su prošle kroz menopauzu nakon 52. godine, tijekom cijelog života imale su problema s prekomjernom težinom, lošim prehrambenim navikama i nedostatkom kretanja. Imaju niže ili srednjoškolsko obrazovanje. Simptome menopauze ublažavaju si s alternativnim pristupima i hormonskim terapijama. Broj djece kod tih žena je do četiri više.

10.1. METODE ISTRAŽIVANJA

Podatke za istraživanje, stekla sam kroz razgovore i ankete u siječnju 2014. Ispitanice bile su starije od 50 godina, sve iz okoline Ptuja. Odgovarale su na 19 pitanja. Svima sam zajamčila njihovu anonimnost. Pitanja osmislila sam obzirom na medicinsko objašnjenje fenomena menopauze i razna istraživanja i studije na ovu temu, koje sam našla u knjigama i člancima raznih stručnih časopisa i na internetu. Ispitivala sam ih o njihovoj trenutnoj starosti i starosti kod prve i posljednje menstruacije (menopauze), o starosti kod koje je nastupila menopauza kod bliskih rođakinja (majka, baka), o starosti kod rođenja prvog djeteta, odnosno broju djece, o tjelesnoj aktivnosti, o mogućem hormonskom liječenju ili alternativnom pristupu ublažavanja simptoma, pa o obrazovanju i stupnju informiranosti o problemima i opasnostima koje prate pojavu menopauze. Interesiralo me i to, da li puše. Izabrala sam dvije skupine ispitanica. U prvu, uključila sam deset žena iz svog bližnjeg okruženja, te su mi se pobrinule i za po jednu ispunjenu anketu (koju prilažem) svojih rođakinja. U drugoj skupini, ispitivala sam deset žena, koje su čekale ispred ginekološke ordinacije i bile su spremne za razgovor o ovoj temi. Razgovarala sam sa osam od njih, dvije su ispunile upitnik.

10.2. NALAZI I ZAKLJUČCI

Iz analize odgovora, zaključila sam, da starost kod zadnje menstruacije (menopauze) ne ovisi o starosti kod prve menstruacije. Starost kod rođenja prvog djeteta i broj djece, ne utječu na to, kad će se pojaviti menopauza. Obrazovanje ne utječe na pojavu menopauze, ali utječe na informiranost o rizicima za tipične bolesti žena u menopauzi i na uspješno ublažavanje simptoma menopauze. Koje će starosti biti žena, kada dođe do nastupa menopauze, u najvećoj mjeri ovisi od njenog genskog zasnova, a prvenstveno od kvaliteta i načina života. Ako žena puši ili se prekomjerno bavi sportom, kod nje može doći do preuranjene menopauze. Dok kod žene sa prekomjernom težinom zbog nepravilne prehrane i nedostatka kretanja, može doći do kašnjenja menopauze. Zanimljivo je otkriće, da je većina žena jedva čekala na menopauzu, unatoč poznatim problemima i mogućim rizicima za različite bolesti. Nijedna od sugovornica nije se plašila tog razdoblja. Polovica tih žena ima povjerenja u modernu medicinu i u rješavanje problema pomoću hormonske terapije. Druga polovica više vjeruje alternativnim pristupima i kune se u zdravu prehranu, kretanje i što manje stresni život. Zbog malog uzorka ispitanih žena, rezultat se ne može generalizirati na cijelu populaciju. Unatoč tome, moj je konačni zaključak, da se ne može očekivati pojavu kasnije menopauze, obzirom na očekivano produljenje starosti. Veća je vjerojatnost, da će u budućnosti biti sve više pojave preuranjene menopauze, uglavnom zbog suvremenog načina života žena. Po najgorem scenariju to bi moglo značiti početak izumiranja čovječanstva. Stoga je krajnje vrijeme, da se toj tema pridoda više pažnje. Spremnost žena po sudjelovanju, potaknula me je u ponovno istraživanje, u kojem ću ispitati i

anketirati veći broj žena iz šire okoline. Upotrebit ću odabrana ključna pitanja, dok ću neka, manje značajna pri tome ispustiti.

11. ZAKLJUČNO POGLAVLJE

Pogrešno je mišljenje, da će se zbog očekivanog produljenja životne dobe (danas smo u stanju, život produžiti za 30 do 40 godina nakon menopauze), produživati i plodno razdoblje žene. Istraživanja pokazuju na to, da se u posljednjih stotinu godina, menopauza kod žena ne produžava, nego upravo suprotno. Udio žena, koje u menopauzu ulaze prije četrdesete, brzo se povećava. Postoji i veliki udio mlađih žena, kod kojih je menopauza nastupila kao posljedica kirurškog zahvata. Očekuje se, da će mnogo žena zbog toga nakon menopauze živjeti više od trećine svog života. Stoga, godina nastupa menopauze više ne možemo jednačiti sa životnom starošću. Budući da su žene u menopauzi ispostavljene različitim bolestima i ozljedama, može se zbog toga smanjiti kvalitete života njih samih, pa i njihovih obitelji. Vrlo je važno, da žena pravovrjemeno uoči prve simptome i zatraži moguća rješenja za njihovo ublažavanje. Brojne žene, koje se nalaze pred menopauzom, ili već u njoj, uzbuđuje neizvjesnost, jer ne znaju, što ih očekuje. Menopauzu očekuju u strahu od popratnih simptoma, pojave promjena u tijelu, čemu slijede tipična oboljenja, a prije svega osjećaj, da je došao kraj njihovog reproduktivnog razdoblja. One strahuju, da ih čeka razdoblje, kad više neće biti u stanju kontrolirati ni svoje tijelo ni emocije. Zbog toga, to bi razdoblje najbolje bilo odmisliti, a upravo je to pogreška. Svaka žena trebala bi znati, što se događa s njenim tijelom tijekom menopauze, a zatim odlučiti kako će postupiti. Može pratiti svoje promjene i prilagoditi im svoj način života, prehrane i kretanja - ili ne. Mogućnosti su mnoge, ali odluka je samo njezina.

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IMPLEMENTATION OF SOCIAL GERONTOLOGIST IN PRIMARY HEALTH CARE

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Abstract
In Western culture countries the proportion of elderly persons is growing so fast that it is becoming a problem for society and governments. Extending life is a direct result of medicalization and introduction of new medical technologies. Consequently the number of chronic diseases and patients, who represent the largest share of family physician visits, is constantly growing. Work analysis of two clinics in Ptuj area with the Promedica program has shown, that people older than 65 years represent a 33% proportion of total enrolled patients and 60% of all examinations carried out. In today's society we often equate disease and aging. Ignorance of aging process and old age leads to increased pressure on primary health care and consequently irrational drug therapy. Existing models of health care for the elderly are becoming obsolete, and they demand a change. Implementation of social gerontologists as practitioners and researchers in the field of biological, psychological and sociological aspects of care is the first step in this process.

Keywords: elderly, old age, medicalization, social gerontologist, healthcare;

1. UVOD

Starenje stanovništva posljednjih je godina postalo činjenica kojom se bavi sve više znanstvenika. Starenju pučanstva svakako su pridonijeli razvoj medicine i farmacije, ali i generalno gledano razvoj modernog društva. Demografske analize posljednjih godina nam ukazuju na intenzivno starenje stanovništva. Podaci Ureda za statistiku Republike Slovenije (Grm i Rejec, 2013) nam pokazuju, da je 2012.godine u Sloveniji živjelo 345 000 osoba starijih od 65 godina, što predstavlja 16,8 % udio u ukupnom stanovništvu. Prosječna starost stanovništva je narasla iz 38,8 godina, koliko je iznosila 2000. godine na 41,8 godina, koliko je iznosila u 2011. godini. U istom je razdoblju narasla i očekivana životna dob, i to iz 71,9 godina kod muškaraca i 76,6 godina kod žena na 76,6 godina kod muškaraca te 82,9 godina kod žena. Produživanje života je direktan rezultat medikalizacije i smanjenja smrtnosti kao i općenito boljih zdravstvenih usluga u razvijenom svijetu. No posljedično raste broj kroničnih bolesti i kroničnih bolesnika, koji su u najvećoj mjeri upravo osobe starije životne dobi. Liječenje takvih bolesti je dugotrajno (često doživotno), zahtjevno i skupo. Činjenica je, da je napredak medicine između 1950. i 1999. godine doprinio 40 postotnom padu smrtnosti unutar svih starostnih skupina do 85 godina, dok je smrtnost osoba starijih od 85 godina pala za 20 %. (Guralnik i Ferruci, 2003) Uvođenje lijekova za liječenje kroničnih bolesti srčanog, dišnog i živčanog sustava, malignoma i lokomotornog aparata je djelomično doprinio tom pojavu. Samog problema starenja vjerojatno ne bismo bili svjesni, da povećanje broja bolesnika i troškova liječenja kroničnih bolesti ne predstavlja udarac za zdravstvenu blagajnu. Starenje po Troenu (2013) predstavlja postepeno smanjenje fizioloških i psiholoških funkcija, koje vodi u smanjenje adaptacijskih sposobnosti organizma na prilagodbu novonastalim situacijama, što doprinosi većoj obolijevnosti i smrtnosti. Strah od pada funkcija koje fiziološki nastaju u starosti, kao i želja za povećanjem životne dobi su rezultirali činjenicom, da smo starenje kao fiziološki proces medikalizirali i bacili u ralje diagnostičkih postupaka, koji su nerijetko i agresivni. Zbog povećanog broja zdravstvenih problema, koji prate osobe starije životne dobi, ta populacija predstavlja velik udio posjeta u ambulantama obiteljske medicine, što povećava upotrebu medikamentozne terapije. Po Bowling i Dieppe (2005) uspješno starenje predstavlja optimizacija očekivane životne dobi uz minimalizaciju tjelesne i mentalne deterioracije te nesposobnosti, što predstavlja temelj biomedicinskih teorija starenja. Posljednjih smo godina kao cilj rješavanja problema starijih osoba stavili upravo odsutnost kroničnih bolesti i smanjenje rizičnih faktora za nastanak istih. Rezultat rada po medicinskom modelu vidimo u svakodnevnom fokusu na breme starosti, pad funkcije organizma kao i otkazivanje rada istog. Posljedično smo zapostavili psihosocijalni pristup, koji po drugoj strani naglašava životno zadovoljstvo, socijalnu interakciju i sudjelovanje te psihološke resurse, koji uključuju osobnu rast. U današnjem društvu prečesto jednačimo starost i bolest. Društvo starije etiketira kao impotentne, nekorisne, depresivne, senilne, izolirane te kao ljude reduciranog materialnog standarda i socijalnih kontakata. Navedeni stereotipi su implementirani i u mišljenje samih osoba starije životne dobi, koji i sami prečesto nekritički u fokus socijalnih interakcija postavljaju negativne strane starosti, kao što su bolest i bol, što u sugovornicima uzrokuje pojavu negativnih emocija. Navedeno stanje iziskuje hitne promjene u načinu razmišljanja i rada u medicinskoj struci kao i društva u cjelini.

2. ANALIZA STANJA

Projekt implementacije socijalnog gerontologa unutar primarne zdravstvene zaštite započinjeno u jednoj ambulanti na području grada Ptuja. U istraživanje stanja su uključene sve osobe starije od 65 godina koje su upisane u ambulantu. Analiza podataka je provedena unutar programa Statistika-Promedica. U ambulanti je 01. veljače 2014 bilo upisano

ukupno 2552 pacijenata, od toga 1132 muškarca (44,4%) i 1420 žena (55,6%). Udio osoba starijih od 65 godina iznosio je 27,7 % (706 osoba). Najbrojniju skupinu su činile osobe stare između 65 i 74 godine (395 osoba), dok je osoba iznad 75 godina starosti bilo 311.

Tabela 1 : Prikaz pregleda u ambulanti 1 u razdoblju 01.kolovoz 2013 do 01.veljače 2014.

Starosna skupina (u godinama)	Broj pregledanih pacijenata	Broj pregleda	Broj pregleda na pacijenta	Broj pacijenata na dan
65-70	205	713	3,48	5,02
71-75	185	835	4,51	5,72
76-80	178	867	4,87	6,10
81-85	70	406	5,14	3,05
86-90	29	124	4,28	1,51
91-95	11	46	4,18	1,10

Tabela 2 : Prikaz najčešćih dijagnozaunutarstarosnih skupina

Starosna skupina (u godinama)	Broj pregleda	Povišen krvni tlak	Koštano – mišićne tegobe	Šećerna bolest
65-70	713	169 (23,7%)	122 (17,1%)	40 (5,6%)
71-75	835	139 (16,6%)	131 (15,7%)	43 (5,1%)
76-80	867	178 (20,5%)	219 (25,3%)	34 (3,9%)
81-85	406	113 (27,8%)	104 (25,6%)	27 (6,7%)
86-90	124	48 (38,7%)	35 (38,7%)	8 (6,5%)
91-95	46	12 (26,1%)	14 (30,4%)	2 (4,3%)

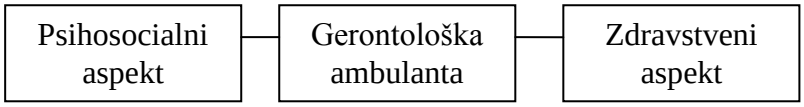
Kao što je vidljivo iz tabele 1, napravljena je analiza pregleda u ambulanti unutar 6 mjeseci (kolovoz 2013 – veljača 2014). Unutar tog razdoblja 789 osoba starijih od 65 godina pregledano je ukupno 2 991 puta, što prosječno iznosi 3,8 pregleda na osobu. Najveći broj pregleda (1702 pregleda) napravljen je u skupini osoba između 71 i 80 godina starosti, dok je pojedinačno najveći broj pregleda na osobu napravljen u skupini osoba između 81 i 85 godina starosti (5,14 pregleda). U tabeli 2 je naveden broj pregleda glede na najčešće probleme s kojima se po literaturi susreću starije osobe. Analiza podataka je pokazala, da osobe starije životne dobi osobnog liječnika u ambulanti najčešće posjećuju zbog povišenog krvnog pritiska, koštano-mišićnih tegoba i šećerne bolesti. Analiza podataka je pokazala, da je od 2 991 pregleda njih 2845 (95,1%) rezultiralo propisivanjem najmanje jednog recepta za lijek.

Činjenica je, da propisivanje lijekova spada među temeljne postupke, koje unutar ambulanti obiteljske medicine obavljaju liječnici. Potrošnja lijekova u razvijenom svijetu raste, što je direktna posljedica starenja stanovništva i povećanja broja bolesti koje možemo liječiti ili držati pod nadzorom pomoću medikamentozne terapije. No svaka medikamentozna terapija ima i svoje neželjene učinke, nastanku kojih doprinose vremenska ograničenja, prebrze pretpostavke i nepotpune upute, što u konačnici rezultira i nezadovoljstvom pacijenta. Po Routledge i dr. (2004) za 60 % svih neželjenih učinaka lijekova krivi su antibiotici, antikoagulansi, diuretici, digoksin, hipogliekmici, antineoplastici i nesteroidni antireumatici. Nastanku neželjenih pojava i učinaka su podložne naročito starije osobe, koje sa svojom polimorbidnošću, upotrebi većeg broja lijekova i fiziološkim promjenama u starosti nemaju biopsihološke adaptacijske kapacitete jednake onima u mlađih osoba. Po Turnheimu (1998) udio neželjenih učinaka lijekova među starijim osobama je dva do tri puta veći nego li je to u osoba starih 30 godina. Istraživanje iz 2013. godine (Ferenčina i Lešnik) je pokazalo, da čak 14,6 % istraživanih pacijenata u svojoj terapiji ima propisan najmanje jedan neprimjereni lijek, 5,2 % više neprimjerenih lijekova te 14 % neprimjerenu kombinaciju lijekova, što uzrokuje nastanak neželjenih pojava koji se često tretiraju kao »novi« simptomi a ne kao posljedica »stare« terapije, te su kao takvi često predmet nove medikamentozne terapije. Pasivizacija starijih je onemogućila njihovo vlastito sudjelovanje u procesu liječenja određenih medicinskih stanja i suočavanja sa problemima koje donosi starost. Prividno im je dana samo mogućnost informiranog pristanka, odnosno pristanka na određen laički predočen medicinski način liječenja. Uz to, stariji od medicine prečesto očekuju rješenje i najmanjih problema, koje donosi starost.

3. SOCIJALNI GERONTOLOG U PRIMARNOJ ZDRAVSTVENOJ ZAŠTITI

Nov pristup u liječenju osobe starije životne dobi na primarnom nivou zdravstvene zaštite predstavlja implementacija socijalnog gerontologa u okviru gerontološke ambulante koja ima za cilj skrb usmjerenu na stariju osobu.

Slika 1 : Cjelovita skrb



Liječenje unutar gerontološke ambulante temelji na timskom radu, povjerenju, stalnoj i iskrenoj komunikaciji te podjeli odgovornosti unutar članova tima. Osoba starije životne dobi time postaje sastavni dio tima, te kao takva prihvaća određene zadatke i ciljeve. Vremenska ograničenost liječnika obiteljske medicine, koja je nastala zbog preopterećenosti brojem i »težinom« pacijenata postala je teret i onemogućava kvalitetnu cjelovitu biopsihosocijalnu skrb za stariju osobu, što ta osoba kao ugroženi dio populacije zahtijeva. Implementacija gerontološke ambulante će omogućiti fokusiranje na preventivne mjere deterioracije starijih osoba koje će uz pomoć gerontologa aktivno provoditi, u slučaju nastanka bolesti fokusiranje na dijagnostiku i adekvatno liječenje. Medikamentozno liječenje će provjeravati klinički farmakolog, te kao sastavni dio tima davati svoje mišljenje o primjerenosti određenog lijeka ili kombinacije lijekova. Nadzor nad kompletnim liječenjem će imati cjelokupan tim, koji će se sastajati dva puta tjedno. Fokusiranje na komunikaciju će unutar gerontološke ambulante omogućiti kvalitetniju suradnju sa starijom osobom, za što je potrebno puno više vremena nego li je to moguće u ordinacijskom vremenu liječnika obiteljske medicine. Fokus liječenja ne smije biti dijagnoza, nego problem starije osobe u kontekstu njegovih fizioloških, psiholoških i socijalnih okolnosti. Praksa nam govori, da starija osoba često posjećuje ambulantu obiteljskog liječnika tražeći razgovor i razumijevanje, što je odraz njegovog osjećanja i vrlo često osamljenosti. Omogućavanje vremena za kvalitetnu komunikaciju će doprinijeti pridobivanju većeg broja podataka o starijoj osobi kao i o njegovoj psihosocijalnoj okolini.

3.1. ZDRAVSTVENI ASPEKT

Stariji često u fokus svojih životnih vrijednosti postavljaju upravo zdravlje. Cilj gerontološke ambulante je omogućiti učinkovitu i sigurnu zdravstvenu zaštitu te ranjive skupine populacije.
Gerontološka ambulanta nikako ne smije postati »ambulanta za stare« jer to ime donosi negativnu konotaciju. Gerontološka ambulanta predstavlja isključivo novi koncept u liječenju starijih osoba i predstavlja dopunu ambulantama obiteljske medicine. Svrha ambulante je podupiranje života starije osobe u domaćem okruženju. Zdravstveni aspekt gerontološke ambulante predstavlja izobrazba starijih te njihovo aktivno sudjelovanje na područjima fizioloških promjena u starosti, farmakoterapije, najčešćih bolesti odnosno stanja te zdravog načina života. Moto ambulante jest da starost nije ni bolest ni proces nastanka bolesti. Fiziološko starenje kao prirodni proces samo ubrzava nastanak određenih bolesti i stanja. Starenje organizma nije put u smrt, već životno iskustvo koje donosi svoje pozitvne i negativne strane kao i svako drugo životno razdoblje. Biološke promjene su prečesto izvor stresova, zbog kojih sve više starijih osoba traži utočište u ambulantama liječnika obiteljske medicine. Izlaz iz tih tegoba prečesto traže u lijekovima, koji su često neracionalno propisani i na njihovu želju. Posljedično je udio vlastitog uloga u proces poboljšanja zdravstvenog stanja i osjećanja vrlo malen, jer se većina oslanja na »čudesnu« moć farmakoterapije, što je i najlakši način suočavanja s problemima.

3.2. PSIHOSOCIJALNI ASPEKT

Gerontološka ambulanta ne smije temeljiti isključivo na medicinskoj teoriji i zahvatima. Ključnu ulogu u općem osjećanju starije osobe imaju i psihosocijalni utjecaji, zbog čega će se unutar ambulante timski raditi na pitanjima i procesima kvalitete života u starosti, slobodnog vremena, paliativne skrbi i položaja starijih unutar društva. Psihosocijalni model temelji na promociji pozitivnih značajki pojedinčeve osobnosti, svojstava starenja te mogućih načina kvalitetnog života u starosti. Ključna je i ocjena intelektualnog i emocionalnog stanja starije osobe kao i njene uloge, uključenosti u socijalnu mrežu i uvjete u kojima starija osoba živi u svijetlu osobnih kulturnih, vjerskih, etničkih i etičkih pogleda.

4. CILJEVI I REZULTATI PROJEKTA

U početku je bilo potrebno pobuditi interes za gerontološku ambulantu, što je odrađeno aktivnom promocijom unutar ambulante obiteljske medicine. Glavni cilj projekta je sačuvanje starije osobe od fiziološke i psihološke deterioracije i sačuvanje njihove aktivnosti. Starijim osobama je potrebno omogućiti znanja iz fiziologije starenja, kvalitete starenja kao i znanja o najčešćim zdravstvenim problemima starije životne dobi. Znanja o fiziološkim promjenama će smanjiti pritisak na ambulante primarne i sekundarne zdravstvene zaštite, smanjiti broj lijekova koje stariji troše te posljedično smanjiti broj hospitalizacija uslijed prekomjerene upotrebe lijekova. Svrha ambulante jest povećanje zadovoljstva starijih osoba sa svojim zdravstvenim stanjem, povećanje zaposlenih na primarnom nivou te smanjenje troškova liječenja starijih. Široj javnosti je potrebno prikazati učinkovitost kvalitetne skrbi za stariju osobu, što će omogućiti implementaciju ambulante u svaki dom za starije osobe te kao dio tima unutar palijativne skrbi.

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POSITION OF SOCIAL GERONTOLOGIST IN HOSPOTAL TEAM

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Abstract
The growing trends of population aging until the year 2050 present a great challenge for Europe and its future development. Said fact demands attention and preparation for changes, which are necessary. The fact that aging population induces, and which must not be ignored, is the growing number of osteoporotic fractures. The knowledge of said fact demands a thorough examination of the problem and changes in the health care system. In Europe, fractures due to osteoporosis occur every 30 seconds. An exceptional incident, such as an osteoporotic hip fracture of an elderly person due to a fall, is often a general and a critical problem. Mainly because it pushes the elderly person into emptiness, disabling and blocking the available forces and abilities of the elderly to take care of self and actively contribute to society. Therefore, a distinct wish to live the life that is by quality close to the life before the fracture must not be overlooked. The interest in the new approach of »fast track« geriatric traumatology, the aim of which is to shorten the process of surgical treatment, thus represents an urgent step forward to quality of treatment and rehabilitation. The current treatment approach, based on the traditional organization of surgical traumatology departments, does not meet the criteria of fast and integral treatment of an elderly person with a hip fracture any longer. Multidisciplinary approach to treatment and rehabilitation of the elderly with hip fractures increases an optimization of quality of life.

Keywords: elderly person, osteoporotic hip fracture, geriatric traumatology, multidisciplinary approach, competences, social gerontologist

Exceptional incident

AP was admitted to the hospital with diagnosis of a hip fracture. At admission, he was accompanied by his daughter and his son. In hygienic check-up, he was orderly. He says he takes care of his personal hygiene. He lives with his two sons, and agrees to information being forwarded to all three children. With him, he brought his glasses, health insurance card, and a wallet with 10€ inside. He has the upper and lower false teeth. He is not on a diet, likes simple foods, does not like meat in large quantities, and is used to drink coffee in the mornings. He does not smoke, he never did. The pills he takes he brought with him, and he knows when and how to take them. In the hospital, he gets them from a therapeutic nurse.
He evacuatesstool spontaneously, he is not constipated, evacuates regularly every day, urinates often, and because of prostate problems, he regularly sees an urologist. He is well oriented, does not get lost, what is confirmed by family, too. He will be placed in a triple room with a bathroom and a restroom. A calling device is installed for him, after a demonstration of how it works. He is settled in a bed with protective fences, at least until the day of the surgery, for his own safety. AP and his family agree to it. AP is communicative, expresses his wishes clearly and decisively, he is a bit impatient towards the family. He does not want visits from other people he knows, only the priest from his parish, with whom he gets along well. Family confirms they will arrange for the visit. We explain house rules to him, to which he agrees. He has high pain threshold, as to the question of how much it hurts, he constantly answers thata little. He already spoke with the doctor and therefore knows surgery is needed, saying he has no fear of it and he trusts us.When asked what they decided for after dismissal, AP affirms he will go home, his son and daughter say nothing.
AP is supple and slim, which surely contributes to rehabilitation after surgery. He is given a painkiller, his legs are bandaged, and he is seated in bed. He gets used to the new position of the body very quickly; we put non-skid slippers on his feet and put crutches in his hands. He listens to the instructions and understands them. He is impatient, wanting too much too quickly from time to time, so the authority of the teacher must be maintained. He respects it. Soon, he will be taught to walk with the help of a technical accessory, and continue to walk up and down the stairs, with company for now. We allow him to stand up during visiting hours.

Presented case is the framework and help for modeling competences of a social gerontologist in the department of traumatology. The following problems are stressed, which model the competences of a social gerontologist:

1. Social gerontologist, expert on the gerontological issues;
2. Social gerontologist, the bond in an interdisciplinary team;

3. Social gerontologist, researcher;
4. Social gerontologist, counselor;
5. Social gerontologist, strategist;

Each of the stated competences is described in the following paragraphs.

1. Social gerontologist, expert on the gerontological issues

Firstly, theory of life cycles is recognized, which changes throughout different time periods. It brings changes, and among others are changes in health. Factors, which affect the occurrence of falls and with it hip fractures are complex, and are a combination of biological factors, behavioral factors, and factors of physical and socio-economic environment. The wider dimension of the problem is not only the fracture alone or the surgery that is quite a risk, but the problem has social dimensions as well. The whole system of life of the elderly person changes and vivid fear of recurrent falls occurs.
Moreover, the theory of disengagement is observed. Noticeable abandonment of social contacts and slow glide into social isolation as a consequence of hip fracture, fear of recurrent falls, and presence of pain are known emotional reactions of the elderly with hip fractures.
In our case, we witness decline of social activity, such as caring for self, socializing with others, activities of sociable characteristics, and positivity.
Social networks decrease with age, social-self disintegrates, and destruction of self-image and of energy to continue occurs.

Model: Individual plan.

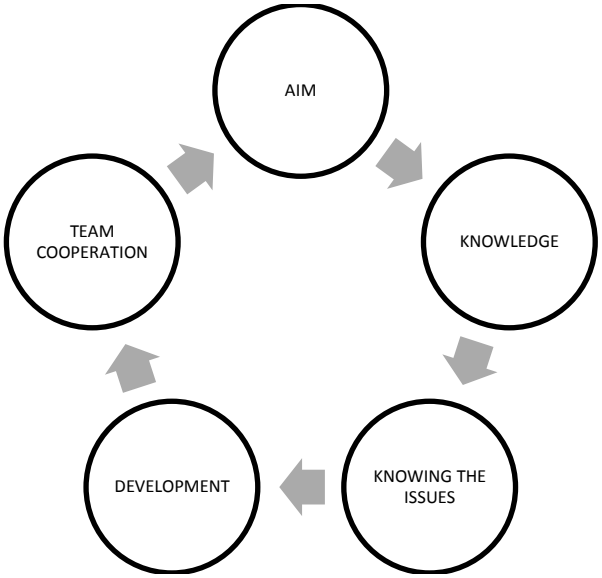

Image 2: Model of individual plan of a social gerontologist in a hospital setting

2. Social gerontologist, the bond in an interdisciplinary team

It is sensible to strengthen the secondary level of health care with a social gerontologist, who will spend enough time with an elderly person with hip fracture in a hospital setting to establish connections with their families, personal physicians, and other institutions, which will cooperate in rehabilitation and return into home environment.
Health care on the secondary level offers services that are fragmented, as every provider of services in the health care system strives to ensure quality services, independently from the other providers. Separated entity is noticeable, which does not offer enough connections. In the system, the elderlyencounter a vast multitude of providers, as well as a huge amount of forms and demands. Excessive lack of connectedness and absence of coordination can bring about loss of contact with the elderly person, who is in need of help. A social gerontologist as the bond between medicine and health care presents coordination, which forms a connection of professionals in such a way that the basis for cooperation is division of tasks among equal professionals.

Model: Integral approach

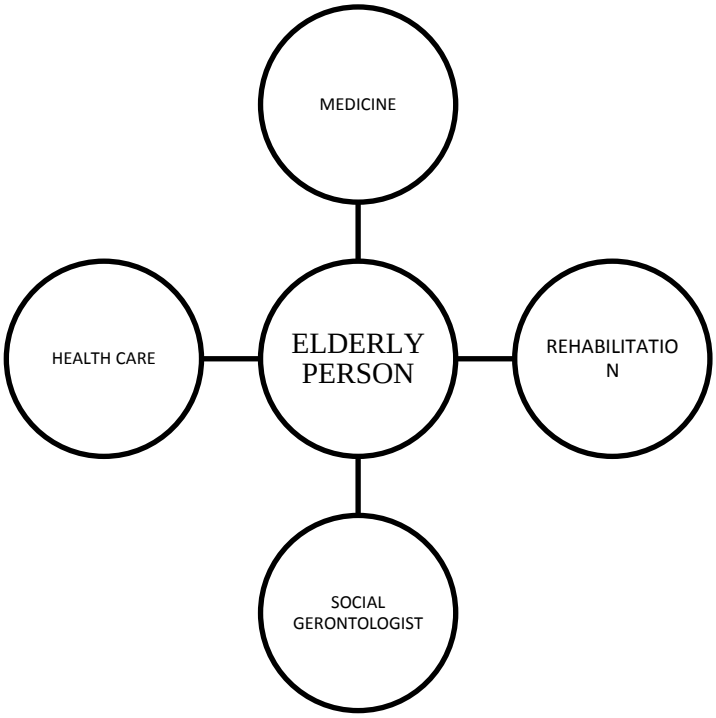

Image 2: Integration model of professionals into a team

3. Social gerontologist, researcher

With qualitative research, interviews, the depth of a problem is perceived, which is shown at the very start when demographic data is collected, as well as social data to carry out planning of dismissal into home environment faster. Social data is to be based on the data about marital status, and establishment of social networks that offer help to an elderly person. The emphasis is on living environment of the elderly with hip fractures. The assessment of social data includes Berthel index for assessing basic daily activities before the fall.

4. Social gerontologist, counselor

Social gerontologist offers counseling on all three levels of health care treatment, primary, secondary, and tertiary level. More so, they have expertise and actively cooperate in associations for osteoporosis, execute lectures, teach, and counsel. Furthermore, they cooperate in forming referential osteoporosis clinics on the primary level, and focus their attention on health resorts, which represent a firm basis for the elderly. They also do workshop preparations, lectures, and share stories of the elderly people, who experienced hip fractures. Education of the elderly offers many positive influences, as cohabitation and cooperation between generations strengthens, personal growth deepens, and integration of the elderly into society gets stronger.

5. Social gerontologist, strategist

Social gerontologist knows the strategy of aging, which is based on quality of interpersonal cohabitation between generations and quality aging. On secondary level, connection with other, external institutions is gravely important, and contributes to faster physical and social rehabilitation. Secondary level of health care is complemented by nursing departments, extended hospital treatment, home care nurses, home health care, home social care, home care assistant,assisted living housing, daycare, intergenerational centers, palliative care, volunteering, and with the help of non-professionals.

Discussion

The issues of aging population and consequently the growing number of patients, who fracture their hips in the third stage of life, is global (Komadina, 2011).

The pain and inability for normal life, caused by fractures, present an important health problem for many elderly people, and hip fractures are one of the more important causes for death in the elderly. It has been proven that 15-20% of people, who fracture their hips, die in the six months after the injury (Compston, 2005, p. 20). Therefore, the model of multidisciplinary treatment of an elderly person with hip fracture comprises of concepts, which include early integral assessment of an elderly person, team approach, faster treatment, early mobilization, and coordination of dismissal into steady social environment. The team for treatment of an elderly person with hip fracture needs to include a social gerontologist, who fills the void between primary and secondary level of health care treatment, connects and coordinates work within medicine and health care, and involves the overlooked concept of social rehabilitation. Placing a social gerontologist in a hospital setting is a response to the need for change in the field of health care. It is possible only when professionals obtain necessary knowledge and competence for work, in which they are educated. In Slovenia, breaking new ground in the field of social gerontology is Alma Mater Europaea, which formed an educational program of Social Gerontology on all four levels of higher education. Thus, doctoral students – social gerontologists will be equipped for autonomous work in an organizational unit and will join the sphere of scientific research.
The presence of social gerontologists on secondary level creates improvements within the system, increase in quality, creative solutions, and quality services. In the example of integral care of an elderly person with hip fracture in department of traumatology, social gerontologists contribute in the following segments:

- Planning the dismissal right after admission;
- Preparing for return in home environment;
- Interdisciplinary preventive program;
- Shorter hospitalization time period;
- Informing family and relatives;
- Decrease in risks for death;
- Significant decrease of costs;
- Early rehabilitation;
- Teaching the elderly persons;
- Strengthening social networks;
- Inclusion of the elderly persons in the association for osteoporosis;
- Feedback information, follow-up visits;
- Rehabilitation in health resorts;
- Connection with other institutions;
- Reaching quality of life close to as it was before the injury.

Conclusion

The number of elderly people, including elderly patients will grow irrepressibly in the next decades. In that, many new social as well as medical problems will arise (Acceto, 1987).
The problems of aging population can be solved intentionally and regularly, when we possess knowledge and competences of social gerontology. Medical levels must be strengthened by professionals from the field of social gerontology, as the gap of forgotten social rehabilitation stands out in the system of health care operation.
The main result of health care system is a healthy population with a focus on the vulnerable group of elderly people. Social gerontologists bring the overlooked concept of social rehabilitation to the health care system, as well as equivalent professional contribution of knowledge to the team.

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ALTERNATIVE FORMS OF EVERYDAY INCLUSION FOR OLDER PEOPLE WITH MENTAL DISABILITIES

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Abstract
In Slovenia the number of older people with mental disorders is growing. Most of them attend care and work centres (CWCs) on a daily basis. The users of CWC services differ in age and types of disorders. Many older people with mental disorders do not receive adequate services. This indicates the necessity for alternative forms of care to be made available for the everyday inclusion of this population. Current care for older people with mental disorders in Slovenia is organized through institutions, intermediate elements, or in the community. *Qualitative* research summarizes the suggestions and opinions of the leaders of Slovene CWCs aiming to form cornerstones of modern forms of work for older people with mental disabilities with regard to accommodation, employment, retirement and social life. The results of this research show that providing services for the older population of people with mental disabilities requires a change in the work organisation of CWCs, and turns towards recognizing a need for more active inclusion of this population in the external environment, not merely offering services within CWCs. The research also underlines the importance of the concept of lifelong learning, promotes increased activity in associations and stresses the significance of assistance from other people. The paper identifies the need of this population for equal treatment, the right to an independent life and full participation in society, their options and rights to select their inclusion in various services themselves, and the right to choose the way which they themselves recognize as quality aging.

Keywords: Older people with mental disorders, work and care centre, alternative forms of inclusion, retirement

Theoretical Introduction

Slovene CWCs are attended by people of different ages and types of disorders. Year by year the number of people with mental disabilities aged over 45 who attend these centres is growing. In 2006, 295 people between the ages of 46 and 55, and 96 people aged over 56 were included in CWCs. By 2012 this number had increased to 519 aged from 46 to 55, and 254 aged over 56 (Statistical Office of the Republic of Slovenia, 2013).The live of an individual with mental disability in later years is multi-layered and often stressful. This includes retirement, illness, loss of their parents, relocation and institutionalization (Doka and Lavin, 2003).The dilemmas faced by experts working with the older population with mental disabilities are mainly focused towards adequate work methods and programs, which are based on the individual needs of these people. An overview of research done so far (Bigby, 2010; Haveman, 2010; Adolfsson, 2008 etc.) on the aging of people with mental disabilities shows that there is insufficient information on premature aging and the health concerns associated with aging. Nevertheless it is generally agreed that the majority of these people physiologically age in a similar way to the rest of the population. It is important to be aware that people with mental disabilities are a heterogeneous group (Marvis, in Adolfsson, 2010) with much more complicated health concerns than other people (Sutherland et al., in Adolfsson, 2010).

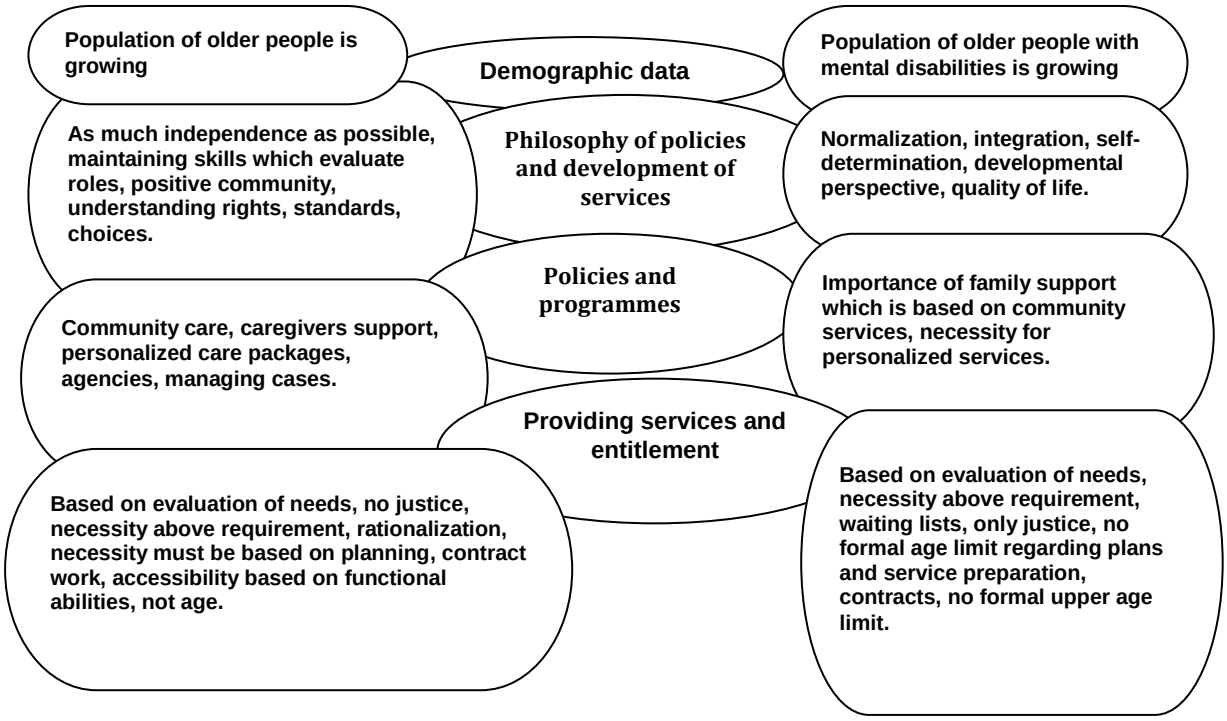
The Problem of Retirement and Aging of People with Mental Disabilities

Until recently, the retirement of this population was not relevant, as relatively few of them lived long enough to actually retire (Janicki, 1990). Due to their greater life expectancy organisations are increasingly responding, and answering their needs, such as retirement programs, is becoming a priority in society.The challenges of this population today are many. There are behavioural changes, changes in health, mobility, and sensory functioning, andchanges in mental health, including depression and dementia, as well as changes in behavioural patterns and activity in emotions, social roles, and relationships.

Good Practice as Guidance for Quality Aging of People with Mental Disabilities

Various descriptions of good practice can be found in the literature. These can refer to planning, dealing with changing needs and promoting the quality aging of this population. Good practice also promotes choices between programs and hospital care together with other services and gives necessary support. Cooperation between state institutions dealing with issues of aging, promoting training and efficient use of resources (e.g. caregivers being trained to understand preventive healthcare measures) are also described. Studies are being conducted to explore and evaluate the most effective methods of providing support and services in the community for this population.

Figure 1. Major differences in the care of older people vs. older people with mental disabilities



Source:according to Bigby (2002, 234)

In Slovenia care for older people with mental disabilities is organised in the form of institutions (permanent care in CWCs, institutional care in Education, Work and Care Centres (EWCCs), special social centres and centres for the older population), as intermediate structures (e.g. CWCs as day care only, accommodation groups, accommodation communities, remote units of special social centres or nursing homes) and in communities (family help, help at home or special status according to the Act Concerning Social Care of Mentally and Physically Handicapped People (OG RS, No. 41/1983; hereinafter ZDVDTP).With regard to these individual's residence, the majority live at home; the problems arise when their or their relatives' health declines, requiring their care to be left to other people.In this case admission to an institution or accommodation community is inevitable. The basic documents defining inclusion of older people with mental disabilities and their admission to Slovene CWCs are the Social Security Act (2007, Article 52) and the Code on Standards and Norms for Providing Social Security Services (2010, Article 10) which do not define their retirement or the upper age limit of inclusion.

The report *Strokovne podlage za pripravo standardov in normativov zapodročje varstveno delovnih centrov in institucionalnega varstva odraslih oseb s posebnimi potrebami* (Expert foundations for drafting standards and norms for Care and Work Centres and the institutional care of older people with special needs) (Social Protection Institute of the Republic of Slovenia, 2011) explains that the care of this population is "two-tier". On one hand the main problems occur in institutions, since all their capacities are constantly fully occupied and their activities are financially covered by the state, while on the other hand data shows that many disabled people (by the definition of ZDVDTP) live at home, in their families without financial support. The organisation of institutional care is still very rigid and their services do not extend into the community. Institutional care is provided for people who could be included in "milder" forms of care if the services were adequate and personalized, or who could stay at home and receive (adequate) organized support. In the Western world services for older people with mental disabilities are based on the ideas of normalization, inclusion and self-determination. These people have support which enables them to live like other people in society and make their own decisions to the greatest extent possible (Luckasson, 2011, in Adolfsson et al., 2008).They should no longer live in institutions but in communities. In Sweden the last institutions were closed in 2000 (Grunewald, 2008).The state offers two alternative forms of accommodation – apartments in apartment complexes or individual apartments. The social model is becoming the key to alternative approaches and services in the field of social security. Tutta (2009, 2) believes that according to this model help is not based on people's disabilities but rather focuses on the users of the service. They have certain limitations regarding activities which entitle them to these services and inclusion in such centres (environment), and the duty of these centres is to remove such limitations and develop moderating factors. This is a demanding process, which challenges professionals, making them responsible for correctly identifying the needs of the individuals, since they are often the decision-makers on what is good and what is not for them. However, the prevailing

view of both professionals and relatives is still that users are weak and need protection, and that users need to adapt themselves to the institution. The heart of the individual model, also called the social model, is that it originates in the individual experiences, wishes and needs of the disabled people, who need support to define their needs, citizens' rights and control over accommodation conditions and personal assistance by themselves (Zaviršek, Zorn, Videmšek, 2002).
Mali (2006, 20) stresses the role of the institution, explaining: "the institution, if focused on the individuality and integrity of the users as, can approach the concept of the institution as a family much more closely than if they are focused on a group of users collectively." A personalized approach is preferred, in which older people with mental disabilities receive the chance to develop their own personal lifestyles, including their needs, interests, skills and preferences (Maes in Van Puyenbroeck, 2008). Nowadays, CWCs are inclined towards abandoning the traditional hierarchical structure of organisation. Such a form is no longer apt to follow environmental changes, and therefore the rigid, hierarchical models used in the classical arrangement of post-industrial organizations are developing into dynamic network systems (Ovsenik in Ambrož, 2006).The institution is no longer a self-absorbed, segregated system, but is evolving into a integral part of the surrounding physical and social environment (Hojnik Zupanc, 1999, in Mali, 2006, 18). In the modern world changes are more and more common; in fact they are a necessity, brought into the institutions by the currents of the outer and inner environment of the organization. CWCs' adaptations to change also mean gaining new and different knowledge and views with regard to people with special needs. According to Bigby and Fiffe (2010), today this requires a different, more professional approach in order to respond to the needs and special characteristics of the disabled people's problems, which have only rarely been statutorily recognised in the past.

Methods

The present article deals with Slovene CWCs leaders' approval of changes in their own practice with regard to working with users with mental disabilities above the age of 50.A qualitative research method has been used to present the results.

Sample

The base population of the qualitative research was 56 leaders of Slovene Care and Work Centres.The majority of the surveyed people were female (82%), with 41% under the age of 41 and 41% between the age of 41 and 50.Over half of the participants had a university education, most often in the fields of special education and social work.

Collection of Data

Data was collected by means of an online survey. It was sent to all managers of CWCs by email at the end of 2013. The questions included:

- Should there exist a statutory age limit for retirement of this population or should the transfer into other programs be based on the individual needs of the users?
- What are your suggestions for regulating the status of CWC users over the age of 50?
- What methods and forms of work are suitable for older people who are included in CWCs?
- What alternative forms of inclusion are available to older people with mental disabilities?

Data Analysis

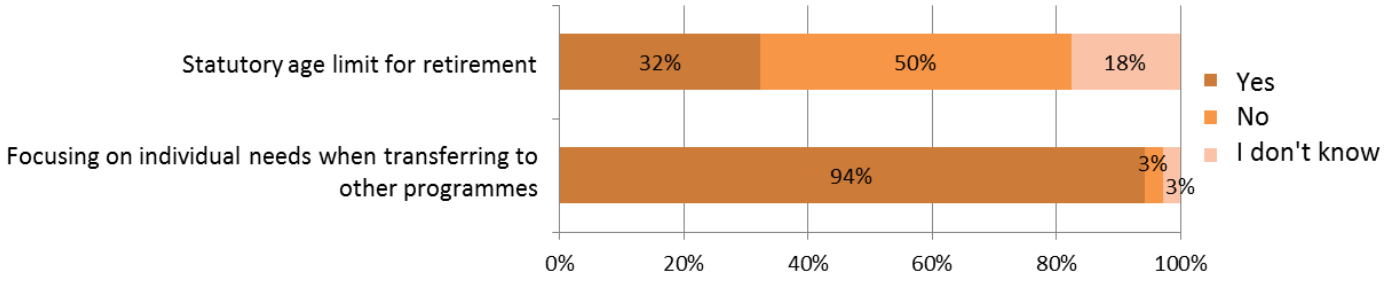
The data was analyzed using a qualitative method. The open questions were first tagged by concepts of a first order, and then, if applicable, concepts of a second order. Finally categories were derived.The answers from the participants have been presented graphically.

Results

1. **Views with regard to a statutory age limit for retirement and the need to base transfers to other programs on individual needs**

Half of the managers of CWCs (50%) declared there is no need for a statutory age limit for retirement. Less than a third (32%) believe that a statutory limit is necessary and the remainder (18%) did not respond to the question. The responses to the question of whether a need exists to base transfers into different programs on the needs of individuals were almost unanimous – 94% of the participants believe this is necessary. Only 3% of the answers on this subject were negative and 3% did not answer the question.

Figure 2:Opinions on the need for a statutory age limit for retirement and the need to base transfers to other programs on individual needs



2. Suggestions for regulating the status of CWC users over the age of 50

The research established that there is a need for organised separate groups within a CWC or accommodation units for older users, and that at the age of 65 users should *"automatically be entitled to accommodation in nursing homes"*.

Some participants believe that special separate units are not required, but that it is only necessary to consider the needs of individuals, with the age factor not essential in this view:*"This is not associated with age. We need to focus on the individual needs of every user."*

Individual treatment thus *"depends on each individual and their needs and is not necessarily associated with age."*The individual treatment plan should consider a combination of *"the individual's opinion, the opinion of the relatives and the opinion of the commission for admittance, transfers and discharges"*.

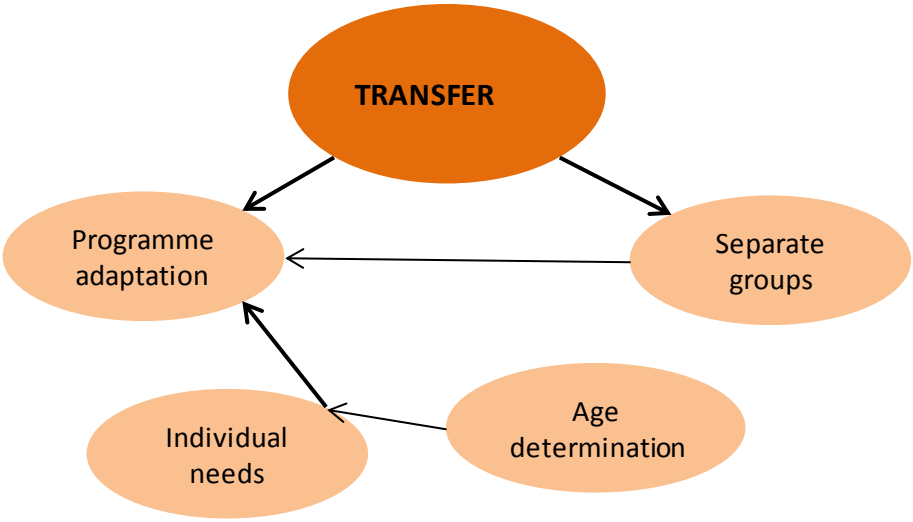
Here the wish of the individual is most important.
*"It is necessary to respect the wishes of the users of the CWC with regard to the length of their stay or attendance."*It was also stressed that *"this is the only form of socialization and quality time they have"*.

A suggestion was made for regulating this by means of program adaptation with no need for a transfer:
"A CWC should provide an additional program so that the users need not be transferred from the CWC, because they have made friends there and some only find joy in going to the CWC (they look forward to socializing)".

The aspect of accommodation for the users in CWCs which can only barely regulated by law was also mentioned in the responses. A CWC is an environment in which the user feels safe and has friends with whom he enjoys socializing.

It is important that *"a certain age period is determined, at which a program could be changed, and the final decision should be made based on the wishes and abilities of the individual"* – a combination of a regulatory age and consideration of individual needs.

Figure 3:Suggestions for regulating the status of CWC users over the age of 50



3. Methods and forms of work suitable for the population of people over 50 attending CWCs

In response to the question about how they treat the population of people over 50 in their CWC, most employees interviewed say that the treatment is individualized (with an personalized program):
"An personalized program has been designed for them just like all the rest.", "We adapt to each person individually." etc.

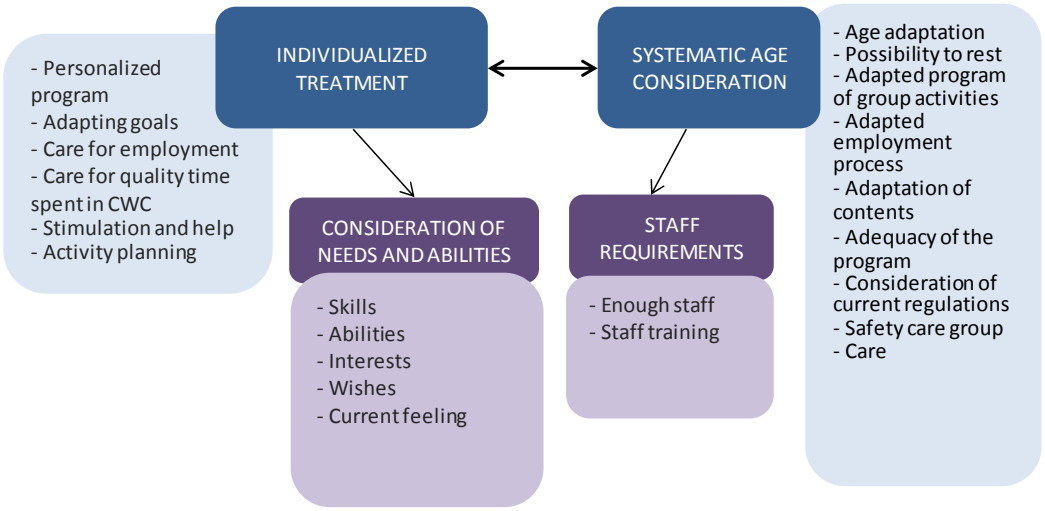
They point out that the needs and capabilities of each person have to be considered as the key points when treating them individually:*"We already acknowledge individual user skills and interests in our CWC. The work and activities are adapted to our users.""We do our best to adjust their work to their needs as much as possible.", "We adapt to older people based on how they feel each day."*

The needs, capabilities and interests of individuals have to be determined and considered when working with them. So their age is not specifically considered – but their capabilities are, however, also indirectly connected to their age.

Tutta (2009,3) underlines the latter, stating that "when establishing a different relationship with the users, professionals are in a way burdened by their knowledge of the disabilities and for this reason (also) often decide themselves what is good for the users, not together with them. But for the rest of us, it is completely normal to choose and decide for ourselves."

On the other hand, the results of the research show some other approaches to the treatment of this population, which are somewhat different from fully-personalized treatment of every individual, but which still include a combination of certain more objective circumstances of treatment and individual needs. There is a greater focus on the age of individuals within a group rather than on only one individual, and this is why the measures are more systematically adapted to this population. This is an organizational consideration of age, and the participants stated tha*t "due to the small groups, it is possible to adapt work to the needs of the older people"* and that *"the program of group activities is adapted to their needs and abilities"*. The participants act *"in accordance with the existing legislation"* and apply the necessary human resources criteria with *"sufficient human resources available"* and *"employee training"*. The work with older people is adapted in such a way that gives them *"a chance to rest"*, and the*y "are in a care group"* where *"more time is devoted to care"*.

Figure 4:The opinion of the surveyed people about the care of users over 50 in CWSs



4. Alternative forms of everyday inclusion of older people with mental disabilities

The answers to the question about where people over 50 could also be included can be divided into two groups: inclusion outside the CWC and inclusion within the CWC.

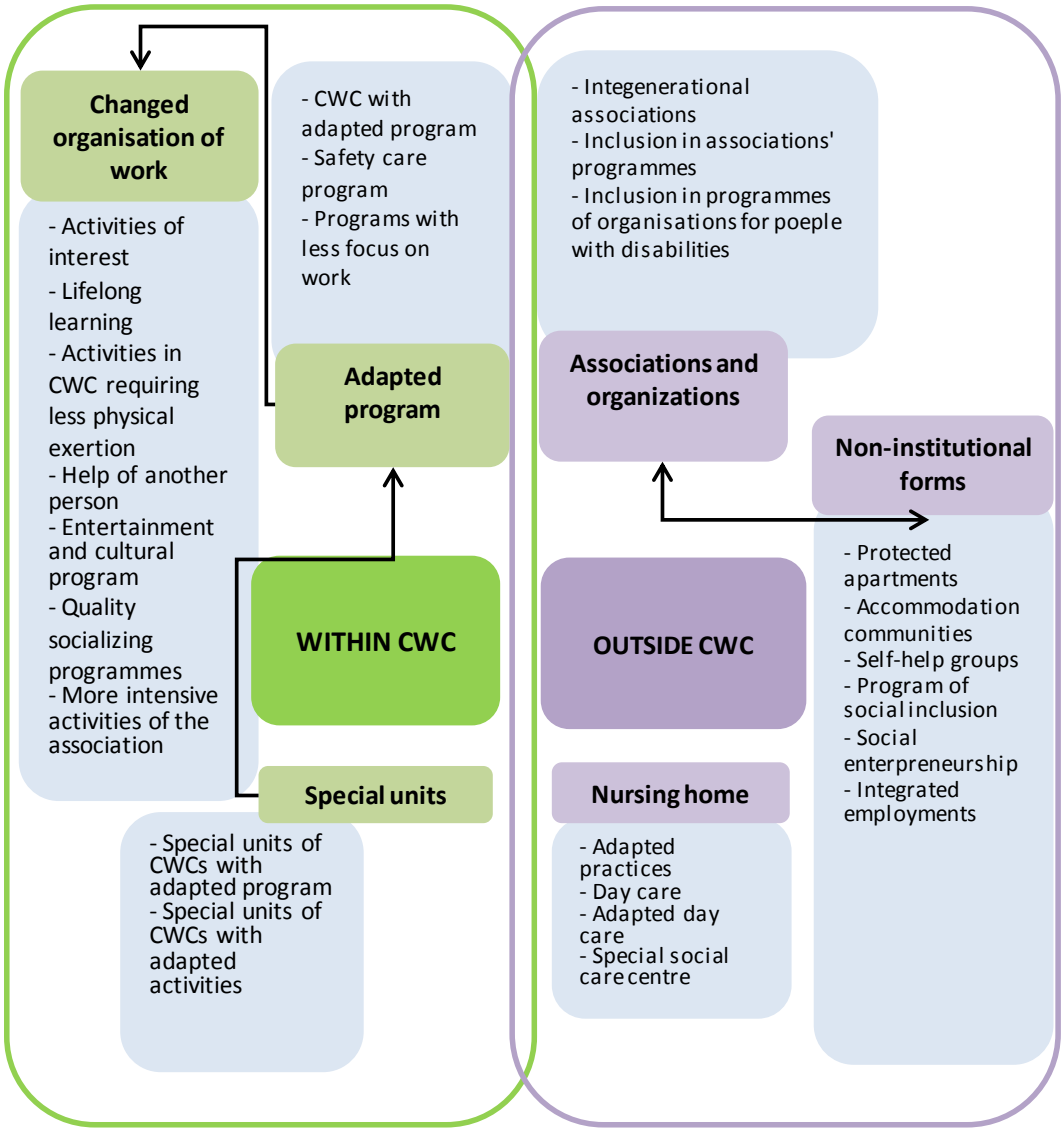
- Those who think that it would be better to include this population within the CWC suggested establishing special units within the CWC where "programs would be adapted to them", or simply a special program that would be "of a more care-oriented nature" and "not as work-oriented". Working with this population in the CWC also calls for a change in the organization of work so that different kinds of activities could be offered: hobby activities, activities that are less physically demanding, richer fun and cultural programs, and social programs of better quality. The changed work organisation should be oriented towards the concept of lifelong learning and to higher engagement of various associations. The work organization should stress the significance of help from other people.

- Those who think that it would be better to include this population outside the CWC most often suggested that they attended nursing homes offering an adapted method of work in the sense of adapted daily care or special care centres within a nursing home.

Besides the nursing homes, the participants also indicated different associations and organizations, e.g. intergenerational associations and disability organisations. In addition, the suggestions also included forms of non-institutional inclusion. These are:

- accommodation: sheltered housing complexes, accommodation communities
- employment: social businesses, integrated employment
- social life: self-help groups, programs for social inclusion

Figure 5: Possibilities for everyday inclusion of people over 50 with mental disabilities



Conclusions

The National Program for Social Protection 2013–2020 (OG RS 39/2013) defines the support and help services for this population, which will be oriented in future towards a modern provision of services in smaller units according to modern concepts (e.g. treatment within household groups, accommodation units), and the establishment of departments for special groups of the elderly (people with dementia, people with head trauma, people with different kind of disabilities etc.). The report of the Social Protection Institute of the Republic of Slovenia (2011, ibid) states that part of the institutional capacity will need to be relocated to community schemes, and that new (alternative) forms of accommodation in the local environment will have to be developed. The main deficiency of our system is also the insufficient intermediate structures, and this is why these forms of organized support cannot develop quickly enough and to a sufficient extent. It is necessary to stimulate the process of deinstitutionalization as it has not yet been adequately adopted, even though it was foreseen in all national programs for social protection up to this point (1998-2010).The institutional care of the target population, especially in CWCs and special institutions, calls for a thorough remodelling and adaptation of standards and norms to the needs of the population for which they are intended. Due to the existing legislation and the regulation of this field of work in Slovenia, it is not easy to compare it with other developed countries. The overview of good practice in other countries helps us recognize and recreate possible forms and methods when working with the Slovenian population.

Dilemmas about the statutory age limit for retirement of people with mental disabilities are not supported by the leaders of Slovene CWCs. Most of them say that the transfer into other programs should be based on the individual needs of the

users, and believe that separate groups within the CWC should be established for a certain age, working as special units within the CWC, or accommodation units for the elderly, taking the user's wishes into consideration. Program adaptation is also an option. CWCs most frequently take individualized treatment or personalized program approach when dealing with this population, giving greater focus to the age of individuals within a group rather than one individual, which means that the measures are more systematically adapted to this population.

The alternative forms of inclusion for older people with mental disabilities in this article represent an option to include this population in two ways:

- inclusion outside the CWC (associations and organisations, non-institutional forms, nursing homes);
- inclusion within the CWC (special units, adapted programs, changed work organisation).

This article identifies this population's need for ensuring equal treatment, rights to an independent life and full participation in society, their options and their right to choose their everyday inclusion and various services for themselves.

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A STROKE – THE IMPACT ON THE MENTAL STATE OF A PATIENT

Gorana Krajnc Burić, Maja Zapušek
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Abstract
The purpose of this composition is to acquaint oneself with a stroke as a disease that afflict old and young alike. The composition was written on the basis of observation of two patients of different ages that experienced a stroke and are facing the consequences of it. We wanted to find out how are they dealing with a stroke, with a hemiparesis, staying in hospital, the dependence on medical staff and how they changed their attitude to relatives. On the basis of the obtained data we made the case study of fourteen fundamental needs according to Virginia Henderson and determined how the stroke affected observed patients. A special attention was dawned to a mental state of the patients. In the composition we described the results of our survey. We found out that the older patient suffers from depression.

Key words: stroke, depression, hemiplegia, stay in hospital, dependence on others

WITH MOBILE PHARMACY EASIER TO MEDICINES

Jožica Gomboši, Tadeja Arčan, Nina Mahorič
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Abstract
The health of people increasingly relies on medicines. Pharmacies are the place where you get prescribed medicine and also professional help and advice. Some need to come to pharmacy every few months to get a new dose of their medicines. Older people and those from remote places have trouble and costs to get to a pharmacy. A mobile pharmacy could bring medicines closer to the people. Medicines would be brought to a specially equipped van and driven to patients. In this way also medicines with prescriptions, which can now be obtained only personally in a pharmacy, could be delivered. Pharmacists could give personal advise, instructions and also asses the general condition of the patient. This would make patients more satisfied and increase the quality of the service. It could also prove to be a market advantage for the pharmacy which would introduce this innovation. Of course a change of law would be needed to introduce this kind of new health service.

Keywords: pharmacists, medicines, mobile pharmacy, health services, service quality

THE DILEMMAS OF THE OPTIMAL MODEL OF INTEGRAL CARE FOR THE DYING

Mateja Berčan, Marija Ovsenik
Alma Mater Europaea, Maribor, Slovenia

Abstract
In Slovenia, more than half of people still die in hospitals or in institutional care. Therefore, our aim is to develop a model of primary palliative care network, ensuring higher quality of life for palliative care patients and integral care for the rest of their lives in their home environments. The goal of this study is to determine how 152 palliative care nurses experience influential factors on realization of integral care for the dying in their home environments, and to identify said factors. We use quantitative research methods. We analyze the data with the help of a statistical method of descriptive statistics and Pearson rang correlation coefficient. We find familiarization of patients with their disease status and palliative care plan is not statistically significantly affected by the organizational type of employment or regional operation of palliative care nurses. More so, financial means and communication do not statistically significantly influence the very operation of the palliative care team at patients' homes. Last but not least, the feeling of experiencing death of patients is not statistically significantly affected by the organizational type of operation of the palliative care nurses.

Keywords: palliative care, home environment, obstacles, palliative care team

Theoretical framework

The growing number of the elderly population and the increase in number of chronic disease consequently increases the need for palliative care. Palliative care is a type of care, ensuring psychological and social support for patients and the patients' families throughout all the phases of palliative care process. The main objective of palliative care is to allow the patients to die and be dying in their own homes. All the more research attention is given to development of palliative care in the home environment. The patients are able to stay in their homes; the active role is overtaken by their families. Some authors /1/, /2/, /3/, /4/ acknowledge the important role palliative care has in improving the quality of life of patients with incurable progressive chronic disease and their families. Yet, there are also healthcare workers that disapprove of this view. The opponents are not convinced that palliative care always completely relieves suffering at the end of one's life /5/, /6/. The National Institute for Clinical Excellence /7/ believes palliative care is not a specific field of work, but is a responsibility of all healthcare and social workers who implement professional care of patients with incurable diseases. Although in that, the Institute stems from team work, stated in the organization chart of healthcare. In Slovenia, the proportion of the deceased in healthcare institutions is still higher than 50% every year /8/. Some authors /9/, /10/ determine that in the future, the proportion of dying in home environment will increase. For the first time since 1974, when the proportion of dying in the hospital constantly increased, the leading country in the field of palliative care Great Britain reached the tendency of growing proportion of dying at home in the last six years /11/. By regulation, implementation of palliative care at patients' homes is based on the palliative care team, which includes providers of treatment, healthcare, and care, healthcare workers and other professionals, and non-professional qualified providers of care – volunteers and patients' families /12/. The patient and the patient's family cooperate as equal members of the palliative care team, which dedicates more attention to their perspective and, with that, perseverance of patient's usual way of caring for himself, and the emphasis on things, important and significant to the patient that contribute to maintaining feeling of self /13/.

Methodology

For this study, a qualitative method of observation is used, with the help of interviewing method. In statistical data analysis, we use methods of descriptive statistics and the Pearson correlation coefficient, with which we measure the correlation between the variables.

Sample

Participating in this study were 152 palliative care nurses coming from all the Slovenian regions. The respondents are employed in the public sector or work as private palliative care nurses. The data was collected in September and October of 2013. The interviewees were asked to cooperate in the study in person as well as in writing, their anonymity was ensured. Half of the respondents were given the questionnaire personally on a symposium on 19th of September in Laško, and the other half received the questionnaires in the mail.

Findings

In the following paragraphs, we test three hypotheses with Pearson coefficient of rang correlation, which measures the level of correlation between variables, taking the value on an interval between -1 and 1.

Hypothesis 1: Regional area of palliative care nurses operation affects patients' familiarization with the state of their disease and their palliative care plans.

Table 1: Correlation matrix (Pearson rang correlation coefficient) between regional operation of palliative care nurses and familiarization of patients with disease and palliative care plan

		You work as	Regional area of operation (multiple answers possible)	Are palliative care patients in your area familiar with their disease status?	Are palliative care patients in your area familiar with their palliative care plan?
You work as	Pearson Correlation	1	.172*	-.042	-.032
	Sig. (2-tailed)		.035	.611	.696
	N	150	150	149	150
Regional area of	Pearson	.172*	1	.012	-.135

operation (multiple answers possible)	Correlation Sig. (2-tailed)	.035		.886	.097
	N	150	152	151	152
Are palliative care patients in your area familiar with their disease status?	Pearson Correlation	-.042	.012	1	.483**
	Sig. (2-tailed)	.611	.886		.000
	N	149	151	151	151
Are palliative care patients in your area familiar with their palliative care plan?	Pearson Correlation	-.032	-.135	.483**	1
	Sig. (2-tailed)	.696	.097	.000	
	N	150	152	151	152

The Pearson correlation coefficient shows no correlation between regional operation of palliative care nurses and familiarization of patients with their disease and palliative care plan and, furthermore, the significance is higher than 0.05. Therefore, we reject Hypothesis 1. The same happens when we hypothesize the following: Organizational type of palliative care nurse employment (with concession or employed in the public sector) affects the familiarization of patients with their disease and their palliative care plan. There is no correlation in that either, meaning familiarization of the patients with their diseases and palliative care plans is not affected by the type of work organization of the palliative care nurses. Although, there is a correlation between patients' familiarization with their disease status and familiarization with the palliative care plan, as the Pearson correlation coefficient value is 0.483 and significance lower than 0.01. So, the patients who are familiarized with their disease statuses are also familiarized with the palliative care plans.

Hypothesis 2: The work organization of palliative care workers at patients' homes is in the highest degree affected by financial means and communication.

Table 2: Correlation matrix (Pearson rang correlation coefficient) of financial means and communication affecting operation of the palliative care workers

		In palliative care in your work area, how often does a whole palliative care team actually cooperate at a patient's home (palliative care nurse, personal physician, social worker, volunteers, patient's family or other people that are important to the patient)	Assess if in your opinion, the work organization of palliative care team is affected by the said factors - financial means	Assess if in your opinion, the work organization of palliative care team is affected by the said factors – communication between members of palliative care team
In palliative care in your work area, how often does a whole palliative care team actually cooperate at a patient's home (palliative care nurse, personal physician, social worker, volunteers, patient's family or other people that are important to the patient)	Pearson Correlation	1	-.099	-.091
	Sig. (2-tailed)		.227	.267
	N	152	150	149
Assess if in your opinion, the work organization of palliative care team is affected by the said factors - financial means	Pearson Correlation	-.099	1	.985**
	Sig. (2-tailed)	.227		.000
	N	150	150	149
Assess if in your opinion, the work organization of	Pearson Correlation	-.091	.985**	1

palliative care team is affected by the said factors – communication between members of palliative care team	Sig. (2-tailed)	.267	.000	
	N	149	149	149

Calculating the Pearson correlation coefficient, we consider 149 answers of palliative care nurses. As the value of the coefficient is lower than 0.3, there is no correlation between the actual cooperation of the palliative care team and financial means and communication between the members of the team, meaning we cannot confirm our hypothesis (Hypothesis 2). There is, though, a strong correlation between financial means and communication between the palliative care team, as the Pearson correlation coefficient is 0.985 and the significance is lower than 0.01.

Hypothesis 3: Organizational type of employment of palliative care nurse (with concession or employed in the public sector) affects the feelings of experiencing patient's death.

Table 3: Correlation matrix (Pearson rang correlation coefficient) between organizational type of palliative care nurse employment (with concession or employed in the public sector) and the feelings of experiencing death of a patient

		You work as	Identify feelings of experiencing death of a patient – distress	Identify feelings of experiencing death of a patient – sadness	Identify feelings of experiencing death of a patient – helplessness	Identify feelings of experiencing death of a patient – loss	Identify feelings of experiencing death of a patient – feeling of guilt	Identify feelings of experiencing death of a patient – uncertainty
You work as	Pearson Correlation	1	.092	.168*	.131	.005	.192*	.052
	Sig. (2-tailed)		.268	.042	.111	.950	.022	.534
	N	150	147	147	148	141	143	146
Identify feelings of experiencing death of a patient – distress	Pearson Correlation	.092	1	.488**	.521**	.510**	.410**	.327**
	Sig. (2-tailed)	.268		.000	.000	.000	.000	.000
	N	147	149	149	149	143	145	148
Identify feelings of experiencing death of a patient – sadness	Pearson Correlation	.168*	.488**	1	.452**	.644**	.230**	.261**
	Sig. (2-tailed)	.042	.000		.000	.000	.005	.001
	N	147	149	149	149	143	145	148
Identify feelings of experiencing death of a patient – helplessness	Pearson Correlation	.131	.521**	.452**	1	.413**	.192*	.303**
	Sig. (2-tailed)	.111	.000	.000		.000	.021	.000
	N	148	149	149	150	143	145	148
Identify feelings of experiencing death of a patient – loss	Pearson Correlation	.005	.510**	.644**	.413**	1	.344**	.191*
	Sig. (2-tailed)	.950	.000	.000	.000		.000	.023
	N	141	143	143	143	143	140	143
Identify feelings of experiencing death of a patient – feeling of guilt	Pearson Correlation	.192*	.410**	.230**	.192*	.344**	1	.479**
	Sig. (2-tailed)	.022	.000	.005	.021	.000		.000
	N	143	145	145	145	140	145	145
Identify feelings of experiencing	Pearson Correlation	.052	.327**	.261**	.303**	.191*	.479**	1

death of a patient – uncertainty	Sig. (2-tailed)	.534	.000	.001	.000	.023	.000	
	N	146	148	148	148	143	145	148

We reject the Hypothesis 3 as well, as the Pearson correlation coefficient does not show any correlation, meaning that the feelings of experiencing death of patients are not affected by the organizational type of employment of palliative care nurses.
Nevertheless, there is a correlation between the organizational type of employment of palliative care nurses (with concession or employed in the public sector) and the assessment of feelings (sadness and feeling of guilt) of experiencing death of patients, as the Pearson correlation coefficient is 0.168 and 0.192, and the significance is lower than 0.05.

Conclusion

Based on this study, we determine that familiarity of patients with their diseases and the palliative care plans are not statistically significantly affected by either the organizational type of employment or the regional operation of the palliative care nurses. More than that, we discover that neither financial means nor communication statistically significantly influence the actual operation of palliative care team at patients' homes. More so, the feelings of experiencing patients' death are not statistically significantly affected by the organizational type of operation of palliative care nurses. Palliative care should be based on patients' needs and wishes, no matter the place of their residence, financial status, type of disease, age, sex, or any other standard. When the aim of palliative care is quality of life of patients with incurable progressive chronic disease, we need to understand that disease, together with patients' life experiences, has exceeded far beyond the field of medicine. Current palliative treatment in Slovenia does not ensure round-the-clock integral palliative care, because there is no connection between different health and other types of institutions. Moreover, healthcare workers and co-workers are not adequately educated for working in the field of palliative care, and neither are they educated for working in a multi-disciplinary team, needed for implementation of integral palliative care. For implementation of palliative care principles, additional professional knowledge and skills are needed, as well as equal and partner-like relationships between the staff, the patients, and their families. With team work and cooperation of competent professionals from different disciplines with specific knowledge and skills, we could satisfy the needs of patients and their families more efficiently and integrally. Thus, the dilemmas we are facing – be it organizational or professional – demand not only a thorough consideration of what is missing in palliative care, but a change of the paradigm of monitoring the patients through all the phases of palliative care process.

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THE MEANING OF SOCIALIZING IN INSTITUTIONAL CARE

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Abstract
The purpose of this study is to present the importance of socialising for the elderly in institutional care. Growing old has several significant dimensions for the society: social, cultural, economic, ethical as well as political. Without being familiar with the elders' way of life and lifestyle, tools for assistance cannot be developed. The case study in the Domžale Retirement Home explored the impact of social support and socialising as a form of social support on the satisfaction of users. Several different definitions of the dimensions and forms of social support can be found in the literature. They can be categorised into four larger groups. The purpose of this study was to show that socialising can improve residents' satisfaction. It was established that the home is a social area, where good relationships can contribute to enhanced satisfaction. Satisfied residents reported feeling healthy. The case study led to the conclusion that two forms of social support are interrelated in the home, namely emotional support and socialising. This should be taken into consideration with regard to home organisation and more attention should be paid to the concept of organisation itself.

Keywords: Old age, socialising, social network, social support, institutional care, ageing

INTRODUCTION

It is widely known that Europe, and Slovenia within it, is one of the oldest areas. According to the data provided by the Statistical Office of the Republic of Slovenia, 17.3% people living in Slovenia in 2003 were aged 65 or more. Projections reveal that the age structure of Slovenia's population will be significantly altered in the next 50 years. In 2010, elderly people (aged 65 or more) represented 16.5% of the population, while almost every third inhabitant of Slovenia will belong to this age group in 2060. The share of children (aged below 15 years) is expected to keep rising slowly for a good 10 years and then start decreasing. In 2060, almost 58 older persons and 25 children (2010: 24 and 20, respectively) will be dependent on 100 working-age population (aged 15 to 64 years). Moreover, the share of people aged 65 or more will be 31.6%. Examining the social networks of the elderly is important primarily due to the expected increase in life expectancy and in the number of people aged 65 and above. There will be many consequences of ageing, both economic and social. They will be reflected on the levels of society, family and the individual. Currently, there are 20,018 residents in institutional care in Slovenia (Association of Social Institutions of Slovenia).

INSTITUTIONAL CARE AND SOCIAL SUPPORT

The purpose of institutional care is not only providing the health and body care of residents but also enabling the best quality of life possible in such circumstances (Pečjak, 2007). In the modern age, the chronological age became the main criterion for inclusion in certain social institutions, such as educational institutions, working organisations as well as retirement homes. Such an organisation of social life leads to the so-called institutional age segregation, which limits the possibilities for developing relationships between members of various age groups. Loosening important social ties, which is caused by a stressful environment, can result in inappropriate or confusing feedback, thus disturbing one's inner balance and increasing one's susceptibility to illness. It is for this reason that social support matters. Kogovšek (2001, 36) differentiates between four forms of social support:

- informational support related to providing information (primarily in terms of administrative life; filling in forms);
- instrumental (including material) support related to help in the material sense (assistance in household work and basic daily chores);
- emotional support related to help at times of life crises (help with problems in the family, etc.);
- socialising related to social support in terms of occasional informal socialising (visiting loved ones, friends, trips, etc.).

According to Cassel, the key element of social support is the feedback provided by one's significant others and loved ones. This argument later served as a basis for numerous studies that focus on social support as protection, buffering individuals and their health from stressful effects of the environment. Cassel explained differences in health issues of people living in similar environments with differences in the appropriate feedback provided by primary groups (Cassel in Hlebec and Kogovšek, 2003, p. 103). It is essential that social support relates to an individual's most concrete and direct involvement in the social environment (Šadl, 2005, p. 223).

When people start living in an institution, they become isolated, alienated and stigmatised (Mali, 2008). It can be said that institutionalisation leads to limiting relationships between various age groups and decreasing their intensity. I was interested in whether socialising within the institution is perceived as a source of improved satisfaction. This was based on the assumption that the interviewees participating in the survey live as a one-member family. I also examined the importance that other residents and employees at the institution have in the social network. Nowadays, we generally socialise with people who we invited into our personal social network, having relaxed conversations with them and

enjoying ourselves. Socialising can be viewed as the back door in a house that is always open and can always be our shelter. I was also interested in whether socialising serves as a shield that protects the elderly from negative physical and psychological issues and whether the elderly perceive this as a source of improved satisfaction. Several authors (Diener et al., 1999 in Šadl, 2005, p. 225) argue that the elderly retain psychological integrity despite a lack of external resources if they feel worthy, loved and respected. Socialising represents social support in the form of occasional informal socialising (visiting each other, trips, cinema, etc.) (Hlebec and Kogovšek, 2003, pp. 106-107).
Exploring this area will serve to dispute the stereotype about institutional care as a sanatorium and waiting room for death. In addition to providing care and protection, the home is also a space for socialising. The website of the Ministry of Labour, Family, Social Affairs and Equal Opportunities (2013) points out that institutional care substitutes, complements or ensures the function of a home or one's own family. It comprises providing basic and social care in accordance with social care regulations as well as health care in line with health care regulations.

METHODS

The method applied in order to obtain results is based on three semi-structured interviews, personal knowledge of the field and selected literature. A semi-structured interview is in-depth and observes the objectives. It was conducted in a relaxed and confidential environment. The names of respondents have been changed to maintain their anonymity. The structure of the questionnaire was partially prepared in advance. The stream of the conversation was left to respondents so as to gain additional interesting information relevant to the study. When applying this method, it must be taken into account that the information gathered represents subjective views and not an objective reality.

Sample characteristics

The occupational therapy unit at the Domžale Retirement Home was chosen in order to examine socialising. Several residents attend this unit, nine of them being "regular" (they have been there at least four times per week for the last three months). Seven "regular" residents were present at the time of my interview, while one of them had a check-up at the hospital. Three of them were selected randomly for the interview. All respondents were women. The prevalence of females is not surprising as they represent 80% of residents at the home.
The sample comprised of female residents actively involved in occupational therapy. Their age was from 73 to 83 years. Marija is 77 years old and used to be a factory worker. She has been living at the home for three years and a half. She has two children; one daughter visits her approximately twice a year, whereas the other daughter lives abroad. The second respondent is 73 years old. She has been living at the Domžale Retirement Home for two years and spent about half a year at another retirement home before that. She used to be a housewife. She uses a wheel chair independently. She has two children, who visit her several times a week. Being 83 years old, Tatjana is the oldest participant. She used to work as a teacher. She has been living at the home for 10 years and has no children. However, her niece visits her occasionally.

Table 1: Characteristics of respondents

Name	*Age*	*Time at the home*	*Occupation*	*Children*
Marija	**77**	**three years**	**worker**	**YES**
Ana	**73**	**two years**	**housewife**	**YES**
Tatjana	**83**	**ten years**	**teacher**	**NO**

RESULTS

Findings

Based on a qualitative analysis of these three interviews with residents of the Domžale Retirement Home, a tentative theory on the strengths and weaknesses of being included in institutional care was developed. Such a theory is contextual and has a narrow scope. It is only valid in a specific context.

Active life

An active life becomes imperative in old age (Márhanková, 2011). Some elders are more active than others. Their activities include work (handwork), volunteering, physical activity (exercise) and lifelong learning. Respondents report that they also engage in activities at the home. Various activities fill up their days: "I have 'my own flowers and a garden' and like to help with handwork. /Valči is hardworking, kind and always makes sure that everyone does what they can. We like to sing a song or two, so we're never bored. / We play Ludo or Four in a Row or puzzle games."

Socialising

As a social being, man needs contact with other people. The contact can be regular or occasional; it can include many people or is confidential. Socialising is generally not an end in itself but a form of social support and a way to spend one's free time. It is a fact that people lose some social contacts when they join a retirement home. Nevertheless, we are capable of finding new social networks; in the case of respondents both among other residents and employees: "When we

have occupational therapy, coffee, cookies and juice are already waiting for us. There are no words to describe her qualities. We're afraid she will go somewhere else. /We often have picnics at the terrace. My family doesn't join us. / We hang out a lot. We often spend time together. They visit me."

Understanding

Understanding – accepting other people's problems. Elders in institutional care tend to "review" their past. A successful resolution of this period results in a sense of integration – accepting what has been achieved and what is no longer possible; balancing disappointments and regrets with success, positive experience and memories. Recognitions of one's connection with other people, the society and different generations are being developed. Feelings of despair, regret, disappointment and an unfulfilled life are the opposite of this. Therefore, it is highly important to weave friendships that lead to understanding: "We're like a big family and we all get along well. / The others in therapy are like sisters to me."

Redirecting thoughts

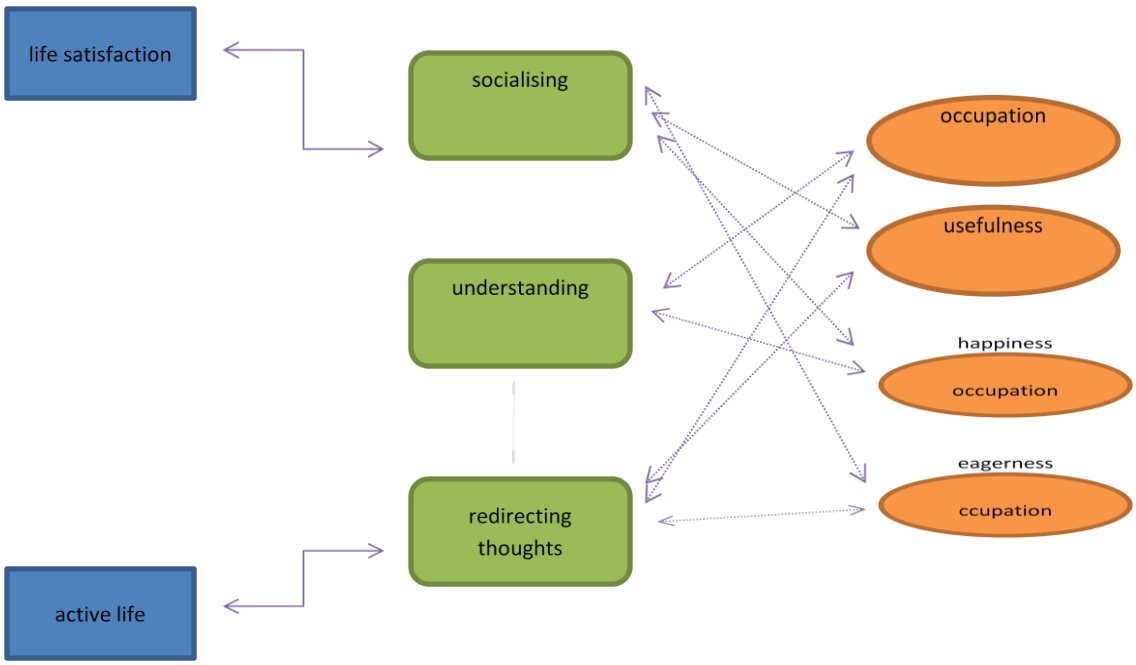
Various strategies can be applied to overcome moments that can be difficult. Many people find healing in music and often simply find themselves in a song. Music is also used for therapeutic purposes and can make such moments easier: "We also sing when we're there. / They help everyone; if we're in a bad mood, this makes us feel better."

Satisfaction

Satisfaction is man's inner state, which can be long or shorter and varies in terms of scope (large or small). It evokes positive emotions. It is one's global assessment based on personal criteria. Respondents reported: "The staff is wonderful. It's great down there. / I think it's good. We're very satisfied with Valči; she's attentive, helpful, smart."

Based on the case study, it can be established that residents in occupational therapy are satisfied. Activities are held primarily in the morning, while they usually keep themselves busy with board games in the afternoon. The interview revealed that they would like to have more activities and be involved in organising life in the home. They are especially keen to participate in household tasks, as they find them familiar. They would like to be even more involved in these activities. Understanding and support is important to them. It can be said that socialising also provides them with emotional support. The problem is that the organisation of work at the home is focused merely on organisation itself and not on users and their satisfaction. To sum up, two intertwining forms of support are provided in occupational therapy: socialising and emotional support. Since only five percent of residents are regularly involved in occupational therapy, it should be examined why so little of them participate in organised activities.

Figure 1: The model of the importance of socialising at an institution



The case study leads to the conclusion that life satisfaction and active life are related. Life satisfaction is an individual's global assessment of the quality of their life based on personal criteria (a permanent feeling that life was and will be good). An active life at the home provides one with the sense of contributing something that is worthwhile. This results in an individual's social integration and ensures the sense that they belong to a part of a group that supports them. To sum up, socialising is the basic characteristic of occupational therapy. However, this is not the only important element, as it is related both to understanding and redirecting thoughts, that is, forgetting one's troubles for a few moments. It can

thus be established that socialising, understanding and redirecting thoughts are closely related to occupation, a sense of usefulness, happiness and eagerness. This means that an active life and life satisfaction are related to the above-mentioned factors.
The acquaintances they occasionally spend time with cross the boundary and offer emotional support typical for relatives (partners or children). The intensity of this support was not examined.

Basic activities for development

Given the findings obtained, it is necessary to consider the introduction of the concept of family groups (residential or household), which would provide residents with more appropriate experience of the community and socialising in the common kitchen as the centre of the group. The structure of the residents' daily life would be familiar to residents, including those suffering from dementia. This means that it would be adapted to one's experience, habits, needs and wishes. Life in such a group would unfold spontaneously, offering the possibility to include and encourage residents to interact, observe, communicate and participate by actively co-creating the daily rhythm and considering basic characteristics of individual life stories. This would make socialising more spontaneous. It would be taking place throughout the day and not only when personnel are working. It should be pointed out that residents are now engaged in activities that they are not familiar with or have not engaged in before.
All homes would probably not be able to adapt to this since most were built for mobile residents (hotel type). As the owner of most institutions, the state allocates approximately 3 million euro per year for the investment maintenance of almost 60 institutions. Irrespective of that, it is vital to consider smaller residential units, where life would unfold spontaneously and would be familiar to residents. It is true that not all activities could be implemented the way they are now. Nevertheless, I believe that this would improve satisfaction and thus health.
The costs borne by the state in cases of formal support should not be disregarded. Whenever the informal social network of assistance is loosened, fails or is insufficient, an older person has to turn to the formal help network and move to an institution in the last extreme. In the modern society, this formal support network has taken over a part of the care and responsibility for the elderly previously held by the informal, family network (Ramovš, 2003, p. 197). Older people can choose between two formal sources of support in the local and wider environment. They can decide between institutional care and organised services in the living environment and choose the most appropriate one. This is illustrated by the model of choice. Furthermore, they can decide to first seek organised help in their own living environment as a transitional stage of the institutional form of their further life. This choice is illustrated by the staircase model (Nagode, 2003, p. 35).
Regardless of whether an older person decides to live in an institution or continues living in their own environment with the support of formally organised services, it is necessary to be aware that no formal assistance can replace family members and other people from the informal network but can only support them and partially relieve them, thus improving the quality of their relationships. The informal network can therefore become more specialised in providing support to elders, since the emotional support offered by family members is crucial in achieving and maintaining the well-being and physical and psychological issues of the elderly and is also closely related to successful ageing (Šadl, 2005, p. 226). Jana Mali (2007, pp. 145-146) argues that the gap between residents and employees is created primarily by employing medical personnel in addition to the rules on criteria and standards for nursing homes and considerable bureaucracy. Naturally, medical personnel should be present in homes; however, the problem is that too little attention is paid to social aspects of the life of the elderly in the home and interpersonal relationships. The workers' relationship towards the elderly is often too official.

CONCLUSIONS

Based on the findings, it can be concluded that it is necessary to focus on residents and their role in determining how to organise their days. The residents who are more capable would like to be involved, either in everyday chores or in daily activities. Financial rewards for this should also be considered (the case of occupational activity centres). Moreover, it would be advisable to introduce a project model of a residential community based on this study. This concept also focuses on the satisfaction of employees, as the atmosphere in the community depends on them. My suggestion is that about 12 residents would live on a farm. All categories of care would be provided there but they would receive health care from the central home. Such a community would function as some sort of a wider family with the help of support. Residents would receive all four forms of social support mentioned above.

RECOMMENDATIONS

More interviews should be conducted in order to ensure further development of institutional care. It would be advisable to examine the importance of occupational therapy in the so-called large institutions. The results obtained could then be compared to the results from smaller units, where work is carried out according to the principle of household or smaller groups. The results obtained could serve as the basis and guidelines of the institutional care policy.

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CREATIVITY, CHALENGE IN OLD AGE

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» Čovjeka ne možeš nečemu naučiti, možeš mu samo pomoći otkriti znanje. « , Galileo Galilei

Sažetak
Oslobađanje ljudskog kreativnog potencijala u uvažavanju vlastitog individuuma obilježeno je globalizacijskim , informacijskim i drugim promjenama. U vrijeme, kad većinom privatizirano okruženje negira intelektualni kapital kao faktor o kojem ovisi budućnost, u okruženju dolazi do krize vrijednosti, kulture identiteta naših korijena i izražavanja ljudskog stvaralaštva. Nedoumice okruženja uzrokovane su izvanrednom vojnom brzinom, napretkom i civilizacijskim tamnim mrljama između čovjeka, prirode i kulture stvarajući pri tome vremenske sjene. Pritisak promjene ustraje u stvaranju kulture svijesti, nove duhovne dinamike ili predviđa klizanje u katastrofu. Znanstveni konceptualni pogled pokazuje sklonost globalnom okruženju i ima pregled važnosti malih državnih okruženja. Sustavi uništavaju društvene temelje, tjera ih nezaustavljivim tijekom procesa globalizacije što pruža mogućnosti za ljudske izvore znanja u neposrednoj blizini svima, bez znanja. Međutim,vrijedi li to također i za 65+ intelektualce, koji u svojim sredinama stvaraju strukturni kapital, prozvani su kao trošak.

Ključne riječi: kreativnost, intelektualni kapital, stvaralaštvo, kultura, svijest, dob

Živimo u vremenu u kojem kao jedina izvjesna sigurnost javlja se pojava globalizacijske, informacijske i demografske promjene te promjene u odnosima. Dinamika promijene sukladno povećanoj dinamici odaziva dileme okoliša donosi kao društveno i u isto vrijeme kao intimno pitanje. Svjedoci smo napretka civilizacije koji kroči nevjerojatnom brzinom razvoja, što dovodi do nastajanja vremenskih sjena između čovjeka, prirode i kulture. Promjene kao sindrom ubrzavanja sile u stvaranju nove kulture svijesti, nove duhovne dinamike kako bi izbjegli klizanje u katastrofu. I gdje je pravi put ? Odgovor je kreativnost !
No, kako u napetom ozračju, potaknuto sve većom brojkom starije populacije i rastuće nezaposlenosti , da navedena kreativnost zaživi punim plućima ? Svjesni smo problema okruženja, dok sustavi pokretani nezaustavljivim procesom globalizacije uništavaju društvene temelje. Sve je manje mogućnosti za one bez znanja i sve veći izazov za one koji

znanje već posjeduju. Novo vrijeme zahtijeva više, brže, složenije, kvalitetnije, savršeno. „ Čovjek u samo trideset minuta može potrošiti sve prirodne izvore što ih je priroda stvarala milijunima godina. Sve izumljeno može se udvostručiti u samo četiri sekunde.“ (Michio Kaku)

Čvrsti materijali nestaju, uspjeh sutrašnjice temelji se na korištenju moždanih supstanci kroz intelektualni i socijalni kapital. Razvojna brzina sili u odluku hoće li se stvoriti kultura suživota svih živih bića ili će se onemogućiti opstanak budućih generacija. Činjenica je da tehnološko - industrijsko razdoblje polagano završava te da smo na pragu novog doba - doba znanja i kreativnog razvoja. Dinamika novog razdoblja, koja se zadnjih tristo godina razvijala vrlo brzo biti će premašena. Obećavaju sveobuhvatnu širinu i dubinu razvoja. Mi ne govorimo o novoj revoluciji, govorimo o činjenici da se znanje udvostručuje svakih deset godina, a da je posljednje desetljeće donijelo više znanja nego cijela povijest do tada. Budućnost će biti još intenzivnija, jer će se količina informacija udvostručavati svakih 18 mjeseci, internet će udvostručiti kapacitet svake dvije godine, iz DNA svake dvije godine uspijemo pročitati još jedan zapis više.

Industrije će promijeniti način života. Vrtoglave promjene će obuhvatiti ne samo tehnologiju, nego i izroditi te ubrzati proces nastajanja slabe točke novog doba. Mi smo poput djece (što je Newton zapisao prije 300 godina) pred kojom se pruža ocean beskrajnih mogućnosti, koje možemo iskoristiti za promatranje, manipuliranje okolišem ili za traženje optimalnog puta. Temelji kreativnog društva su kreativni pojedinci. Godine pri tome ne bi smjele predstavljati isključujući čimbenik. Svjedoci smo prijelomnih trenutaka, ako su od Newtona do sada znanstvena istraživanja usmjerena u promatranje, 21. stoljeće tako usmjerava pažnju na sposobnost korištenja znanja. Novo doba DAKLE NE STVARA PROMATRAČE, stvara koreografe, materijalnog, životnog i intelektualnog kapitala.

Prijelom vremena zahtijeva novi pogled na mnoštvo starijih. Na intelektualni kapital, koji je bačen na smetlište prošlosti, što nadalje ne omogućava izgradnju mostova prema mlađoj generaciji. U igri je uvijek čovjek, određen stupnjem obrazovanja, profesionalnošću, humanošću, čovječnošću. Odrednice čovjeka pod vodstvom su stvaralaštva, nadahnuća, mašte i integrativne inicijative. Supružnici Meadow su u rimskom klubu ukazali na okvire egzistencijalnog i tehnološkog razvoja. Njihovo istraživanje sugerira potrebu za izmijenjenim stavovima na svim razinama: od prirode, do suživota s drugim ljudima i s samim sobom. Dubina pogleda zahtijeva fokus na bitnim pitanjima vremena. Zahtijeva prava pitanja i prave odgovore. Kriza uvijek zadire u vrijednosti, u očuvanje društvenih uloga, produbljuje krizu legitimiteta. Svjedoci smo raspadanja funkcije i promjene društvenih načela. Nadzor, pridobiven pomoću moći i represije uzrokuje gubitak povjerenja u državni aparat. Pitanje opstanka generacija je pitanje kulture, pitanje aktiviranja sinergije kreativnog rada kao odgovor na promjene. Kreativna kultura, kao društvena konstrukcija reducira nesigurnost društva i poboljšava sliku pojedinca u njoj. Govorimo o novom nacionalnom i društvenom identitetu te pričamo o artikulaciji vrijednosti pojedinca i naroda. Kreativnost raste iz identiteta, alieniran pojedinac nije kreativan, nije u mogućnosti sinergističkog učinka, nije sposoban stvarati. Kreativno društvo zahtijeva tri T: talent, tehnologiju, toleranciju, što može rezultirati samo pozitivnom organizacijskom klimom koja je humus kreativnog djelovanja. Na kraju, omogućuje kulturu poštovanja i uzajamnog povjerenja svih generacija. Kreativna klasa u razvijenim zemljama, zapošljava do 30% radne snage, u Europi (Irska i nordijske zemlje) ,do 25 %, a smatra se da iskorak u kreativnu sferu lošije uspio u Italiji i Portugalu, koje su zabilježile udio kreativne klase od 15%. Možemo zaključiti da nama iskorak u kreativnu klasu nije uspio. Sjeverna Europa potiče razvoj kreativnih pojedinaca i privlačenje talenata za proširenje kreativne klase, neovisno o njihovoj dobi. Svjedoci smo rasta kreativnog ekosustava, zapošljavaju se visokoobrazovani sedamdesetogodišnjaci . Na našem tržištu radne snage nefleksibilno se izlučuje starija populacija, što nije sukladno dobrom funkcioniranju niti kada je riječ o ulaganjima u investicije u ljudske resurse. Činjenica, da se tehnologija premješta u otvorena okruženja ispunjena kreativnim mjerodavnim ljudima, neovisno o njihovoj dobi, ne otrijezne nas, premda smo svjesni, da su temeljne promjene vremena povezane sa suptilnim promjenama u načinu života i rada, s pomakom u radnim mjestima i novim prilikama u obiteljskim odnosima. Pravac razvoja je uvijek znanje koje prosperira posvuda gdje imaju vodeću ulogu, slobodna volja i priznati odnos. Činjenica je da su stariji često svjedoci stigmatizacije i ponižavajućih odnosa, što ukazuje na to kako je nužno triježnjenje na svim razinama. Samo čovjek koji će biti osviješten o zahtjevima vremena odgovarajuće će odgovoriti na izmijenjenu paradigmu odnosa promjena, sa fleksibilnom prilagodbom izazovima u cilju zajamčenog napretka te osobnog i profesionalnog razvoja. Rast podrazumijeva osnovni imperativ života, povezuje i ispreplićе se ne samo disciplinom, već ispreplićе područje cjelokupne generacije zajedno. Ako naša kultura gaji mit o bogatstvu, slavi, mladosti i ljepoti ne uvažavajući mudrost i iskustvo, završetak neće biti obećavajući. Kao što navodi Roger; „Život je pustolovina kontinuiranog obrazovanja, koja bi se u svim okruženjima i svim generacijama morala nastojati održavati kako bi se to putovanje, ispunjeno iznenađenjima i saznanjima, uspjelo doživjeti kao pustolovinu, pustolovinu stvaralaštva. Tada dobivamo uspješnog i kreativnog čovjeka koji je spreman odgovoriti na izazov i preuzeti opasnost od „proklizavanja“. Ukoliko neuspjeh ne smatramo katastrofom, važi uspjeh fenomena Nikole Tesle, kojeg ne bi bilo da nije uništeno na desetke tisuća žarulja, jer na kraju krajeva, tko ne griješi, taj je amater. A kako do uspjeha ? Temelj uspjeha dobre odluke koje ćemo napraviti na osnovu iskustva ili novostečenog znanja. Iste ispreplićemo sa lekcijama iz života, prožete usponima i padovima. Slovenska poslovica kaže, da magarac ide samo jedanput na led – upravo u tome je njegova bit . Ipak, ako ide drugi ili treći put, nauči klizati. Iskustva su temelj budućnosti, i upravo prilike identificiraju kao kreativni izazov. Iskusni pojedinac prihvati izazov osviješteno, znajući, da čovjek nije primarno određen sa promjenama, određen je odlukama koje prihvaća po načelu temeljnog sustava vrijednosti i siguran je u ono što je te što nije u stanju učiniti i u kakvu akciju se usudi ići te odgovornost pritom preuzeti. H.B. Salisbury je napisao : » U životu ne postoje prečaci - samo sadašnjost! Prošlost je uspomena, budućnost

su izazovi. Svjedoci smo, dakle dileme kako prisutnost prihvatiti bez ograničenja. Ipak, Konfucije je napisao, da je najveća mudrost pobijediti današnji dan. Ne samo nadama i željama, nego jasnom vizijom, što je suština kreativnosti i sposobnošću da pratite misli, da prihvate emocije koje nas motiviraju kako bi se postigao cilj. Na putu do kreativnost suočeni smo s dvojbama - to su posljedice osjećaja neadekvatnosti, koji rađa komplekse i ograničenja. Naravno, svaki put stupajući u novo iskustvo, riskiramo. Čak i orao, kada prvi put raširi krila i diže se iz sigurnosti gnijezda, riskira mogućnost strmoglavljenja. Međutim uzleti, znajući da je u suprotnom otpisan. Zna da mu je potrebna drskost, odvažnost. Trebamo ju također i mi, kao novi izvor nade, nadahnuća i uzmah, iako smo često pritom neshvaćeni.
G. B. Shaw je napisao: "Razuman čovjek prilagodi se svijetu. Nerazuman pokušava prilagoditi svijet sebi. I na tom slobodnom, nerazumnom, odvažnom, stoji napredak. Odupirući se tiraniji logike i riskirajući nove korake.
Mnogi uspješni ljudi, koji vole svoj posao, ciljano su usmjereni i fokusirani na smisao izazova. Koristeći talent pri izvršavanju radnih zadataka, doživljavaju osobni i poslovni rast. Rade ono u što vjeruju, pokušavajući prevladati sebe, jer smo stvoreni za nadilaženje, ali većina, pogotovo starijih, živi u tihom očaju, bez posla i bez ciljeva, a iako je za kvalitetu života važno, da se ima vizija, da se ima osjećaj, kojeg dijelimo s ljudima a ne sa stvarima, koje nemaju osjećaje. Čovjek je u potrazi za novim razvojnim mogućnostima, koji bi bili unutarnje uravnoteženi, te bi išli preko granica glede boje kože, stranačke pripadnosti, seksualne orijentacije, vjere, ... Sve veća otuđenost rezultira spoznajom o općoj ovisnosti, što zahtijeva novu razinu kulture ili smo osuđeni skliznuti u katastrofu. Ekonomske prognoze ne obećavaju svijetlu perspektivu! Globalno selo pobuđuje strah, nesigurnost, paniku. Strah nas je velikih, čak i ako znamo, da veliki neće pobijediti. Pobijediti će brzi. Jer u zalasku industrijskog društva, kad i informacijsko društvo kaže, dio sjene, biva kažnjen . Suočeni smo s izazovima inovativnost i kreativnosti, koja bi mogla zahvatiti sva područja ljudskog života. Ne samo kao sredstvo da se prevlada neokolinijalna realnosti, nego i kao sredstvo kako bi se postigla nova razina kulture. Iako se ekonomskog kapitalistička organizacija ogleda na kognitivno područje na razini misaonih obrazaca, mi smo u potrazi za antitezom sa intervencijom u područje samoorganiziranja, motiviranja i pokretanja kreativnih potencijala i intelektualnog kapitala, kako bi se osiguralo osnovnu infrastrukturu kreativnog okruženja, što je zbir znanja, vještina i stavova. Novo vrijeme teži za ovladavanjem kvalitete i izvrsnosti koja znanje predstavlja kao vrijednost, što nadalje zahtijeva ciljano upravljanje i participativno odlučivanje, koji povezuje ljudski um s problemima uzrokovanim previranjem vremena i što utječe na promjene vrijednosti generacija kroz promjenu okruženja i stavova do promjena.

TABLICA:

POGLED NA GENERACIJE I NJIHOVE VRIJEDNOSTI

"VETERANI" (1922 – 1943)	"DJECA BLAGOSTANJA" (baby boom) 44/60	"GENERACIJA X" (1961 – 1980)	"GENERACIJA Y" (1981 – 1990)	"GENERACIJA Z" (1991 - ...)
Utjecaj **gradnje svijeta**	Utjecaj **razvoj gospodarstva**	Utjecaj **usamljeno djetinjstvo**	Utjecaj **su nepoznati**	Utjecaj **web generacije**
vrijednosti: **pripadnost** timskom radu, **povjerenje** u društvene institucije, **kolektivizem**, strpljivost, **obveze prije užitka**	vrijednosti: **težak posao**, **zaposlenost je vrijednost**, **timski rad**, **redoven posao**, ne riskiraju	vrijednosti: **respod** tradicionalnih **vrijednosti**, ne žele **stalni** posao, konkurentnost na tržištu radne snage, **privatno poduzeće**, posao je zadovoljstvo, **fleksibilno radno vrijeme**, važno je vrijeme za obitelj, hobije i **aktivnosti u slobodno vrijeme**	vrijednosti: **potrebe za uvijek novom zabavom**, **individualizam**, **zabave** također na radnom mjestu, niso radoholičari, **ne žele odgovornost**, osobno vrlo izražajni, žele **slobodo pri poslu i više pleće**	vrijednosti: **izražajni**, **digitalni umjetnici**, promjenjene komunikacije, virtualnost, **autonomija**, osviješćenost, **učenje po vlastitom izboru**, **hibridna mreže**, mobilnost, **čustvena otvorenost**; svijet je vijeće, traže nekoga, tko bi im odredio dnevni red

SHEMA 1 :Pogled na generacije i njihove vrijednosti

Različite generacije su obilježena različitim utjecajima okoliša, koji je uvjetovao razvoj različitih jedinica. Stoga se značajno razlikuju, zbog čega je međugeneracijska komunikacija zahtjevna. To je svima jasno. Živimo u vremenu kada

je konkurentnost prednost, progresivno samo odlučivanje i kreativni zaposlenici, pri čemu se ujedno i ulaže u njihov intelektualni kapital, s čime se na kraju mogu postići sinergijski učinci kreativnosti. Suvremeni trendovi nameću okruženje ispunjeno istomišljenicima , koje je obilježeno inovacijama, svijesti, intuitivnošću i visokom razinom životne energije. Humus kreativnost je neprilagođeno okruženje, u kojem je dopuštena pogreška. Gdje su cijenjena ambiciozna kreativnost i autonomna prilagodljivost. Gdje je cijenjeno umrežavanje zamisli, bez obzira na to koje su dobi isti koji ih apliciraju na svim razinama, ne samo u svrhu preživljavanja. Govorimo o problemima suvremenog doba, o krizi. No, problemom se bavimo čvrsto, politički nezgrapno, umjesto, da bi poticali kreativno ozračje i mentalnu prilagodljivost. Samo sa stvaranjem novih veza, ondje gdje dosad nisu postojale, možemo doći do novih rješenja. Potrebno nam je sustavna naobrazba za pravo znanje i za sposobnost stvaranja kreativne okoline . Samo tako možemo postići rast stručnog i općega znanja, na taj način, nezadovoljni svakodnevicom, tražit ćemo i pronaći ispravan put te ostvariti naše ciljeve. Samo u pozitivnom ozračju slobodan čovjek prihvaća rizik, koji mu omogućava izgradnju vještina kreativnoga rješavanja problema. Razvoj uvijek započinje s ljudima, kroz edukaciju, organizaciju i disciplinu (E. P. Schumacher)
Želimo kreativnu zajednicu. Kada se bljesak tehnologije ugasi, shvatit ćemo, da su vrijednosti i način života promijenili. Kreativni etos mora kombinirati posao i način života te na tajnačin potaknuti identitet kreativne osobnosti, koji je uključen u izgradnju nove vizije društvene povezanosti. Jedino sa snagom i talentom za preoblikovanjem svijeta, što ga pružaju iskustvo i znanje, možemo kvalitetno usredotočiti energiju u vlastitu preobrazbu, vlastitu duhovnost i kreativnost. Trendovi, koji su zadržali kreativnost imaju vrijednost revolucionarnog opstanka u kreativnom okruženju, ako ne završe u prahu povijesti. Stariji su znanjem i iskustvom doprinijeli golemom strukturnom kapitalu naših gospodarskih okruženja. Njihov je ljudski kapital pokretač gospodarskog i društvenog razvoja. Stoga zapošljavajući ljude voljnje razmišljati, koji znaju stvoriti ozračje suradnje i potaknuti ključni prioritet razvoja, koji su motivirali stariji,je poticati mentalitet društva u nastajanju. Takvo društvo s socijalnom interakcijom, s duhom otvorenosti i vjerodostojnosti treba prilagoditi načinu života tako, da prepoznata mogućnost postane izazov svima. Posebice onima s talentom, ipak, zaposlenici su naša najveća vrijednost. Činjenica je da ljudski kapital potiče kreativno okruženje dok novac nikada ne pruža zamisli. Zamisao privlači novac. A kod nas? Samo 20% ljudi je zaposleno u društveno-profesionalnom području. Znanje je zanemareno, financiranje obrazovanja je ograničeno, obrazovanje krizanteme siromašnih. Dakle, nema prijenosa znanja i iskustva između generacija, tako da međusobnim isključivanjem nestaje vizije. Svjedoci smo negativne konkurentnosti uzrokovane strahom od gubitka radih mjesta , što uzrokuje kreativnost popraćenu cinizmom, dok znanja o upravljanju nema. Vizija je mrtvo slovo na papiru. Potrebna nam je nova, prilagodljiva, kreativna organizacija, trebamo novi jezik organizacije, novi jezik suradnje. Živimo u razdoblju znanja, kreativnosti, čovjek mora slijediti prioritet promjena, premašiti globalno suparništvo, između 10 milijardi ljudi moraju postojati vlastito JA - drugačije, kreativno, jedinstveno. Bez obzira na starost, nadležnost, prilagodljiv i sa jasnim identitetom. Život je pustolovina učenja, obogaćena uspomenama i budućim izazovima To je loše naučena lekcija, koja se ne može predvidjeti, uspjeh je uvijek odgovor na izazov, potreban je inovativni tunel, inspiriran inovativnim zamislima, u bijegu pred tiranijom logike, ograničenja, krutosti, u nedostatku iskre i samopouzdanja. Samo se kreativnošću, možemo probiti labirintom krize i zajedno s Salomonom zaključiti: » Jedino što vrijedi, je saznanje da moraš nastaviti; Riskirati nove staze. Staze novog života.«

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COMPARATIVE ANALYSIS OF THE FILM ONE FLEW OVER THE CUCKOO'S NEST AND RETIREMENT HOMES FOR SENIOR CITIZENS USING GOFFMAN'S THEORY OF TOTAL INSTITUTION

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Abstract
The purpose of the article is to compare the psychiatric hospital, depicted in the film One Flew Over the Cuckoo's Nest, with retirement homes for senior citizens. The comparison was conducted using the total institution concept. The aim is to present similarities in the operation of psychiatric hospitals and retirement homes for senior citizens and to expose certain aspects of institutionalised life. Analysis was used as a method. The view of the film One Flew Over the Cuckoo's Nest and the examination of the house rules of four retirement homes for senior citizens was followed by an analysis

based on the theory of total institution. We found out that the institution in the film is in line with the concept of total institution. With regard to the retirement homes for senior citizens, it turned out that they incorporate only certain elements of a total institution. Conclusions: the deficiencies of institutional treatment led to the necessity for deinstitutionalisation, which in turn brought several solutions to aiding patients suffering from mental disorders and the elderly. The balance between both has led to a wider range of options from which individuals can choose, thus providing adequate assistance, if/when needed.

Key words: retirement home for senior citizens, psychiatric hospital, total institution, institutionalisation

1 UVOD

Dostojevski je u Dnevniku pisca zapisao: „Da bi se uvjerili u vlastitu zdravu pamet, nije potrebno svog bližnjeg zatvoriti u ludnicu.“ (Dostojevski u Foucault, 1998, str. 5)

Tijekom gledanja filma Let iznad kukavičjeg gnijezda otvaraju se brojna pitanja povezana s institucionalizacijom, bolničkim tretmanom i čovjekovom individualnošću. U ovom radu naglasak će biti na usporedbi filma i tretmana kojem su podvrgnuti štićenici pri institucionalnom tretmanu starijih osoba kod nas, dakle s domovima za starije osobe. Tražit ćemo sličnosti i razlike s totalnom institucijom i ukazati na moguća rješenja koja su se već počela provoditi na tom području. Svaka institucija ima neke osobine totalne ustanove, sve osobine naći ćemo u analiziranom filmu, i očekujemo da će se neke od njih pokazati i u usporedbi s domovima za starije osobe kod nas. Takva očekivanja zasnivaju se na činjenici da praktično ne postoji dom u kojem ne bi bio niti jedan trag totalne ustanove (Mlinar, 2010).

2 OKOLNOSTI

2.1 NEKOLIKO RIJEČI O FILMU

Film Let iznad kukavičjeg gnijezda snimljen je 1975. godine prema istoimenoj književnoj uspješnici Kena Keseyja (1962). Iste je godine dobio pet oskara, među ostalim i za najbolji film. Prikazuje život štićenika u psihijatrijskoj bolnici koji je poremetio McMurphy, sitan lopov koji želi izbjeći zatvor. Tu njegovu namjeru prepoznaje i psihijatar, kojemu se McMurphy ne čini ludim, a sestri Ratched ne čini se primjerenim da bi vlastite poteškoće prenosili na druge i zato ga zadrže u bolnici. Do spoznaje o svojoj zabludi McMurphy je došao u bazenu tijekom plivanja, kada mu je bolničar objasnio da to nije zatvor u kojem se odbrojavaju dani i da će biti slobodan tek kad ga budu proglasili ozdravljenim. Iako je McMurphy u osnovi došao u instituciju bez psihičke bolesti, sustav ga tretira kao bolesnog. Tako biva podvrgnut terapiji kao i svi ostali pacijenti u bolnici. Pokušava se suprotstaviti sustavu, međutim, pri svakom sukobu sa sestrom Ratched, kao predstavnicom tog sustava, uvijek izlazi kao gubitnik. Psihijatri su ga proglasili opasnim ali ne i ludim, unatoč tome davali su mu i elektrošokove, a na kraju mu čak operirali mozak, kao da je psihički bolesnik. Na takav je način sustav gurnuo zdravog čovjeka u ludilo, jer ga je tretirao kao „luđaka“. Film završava smrću glavnog junaka koji je želio prevariti sustav i otvara brojna pitanja o nadmoći sustava nad pojedincem.

2.2 NEKOLIKO STATISTIČKIH PODATAKA

Početkom 2013. u Sloveniji je bilo 17,1 % osoba starijih od 64 godine (352.000 osoba) (Brnot & Peršin, 2013). Ministarstvo rada, obitelji, socijalne politike i jednakih mogućnosti objavilo je popis svih domova za starije osobe koji spadaju pod javne zavode ili zavode s koncesijom. Objavljeno je 97 zavoda, neki od njih imaju i podružnice (Ministrstvo za delo, družino, socialne zadeve in enake možnosti [MDDSZ], 2013). Godine 2008. u domovima za starije boravilo je 15.235 osoba (Vertot, 2009). U Sloveniji imamo pet psihijatrijskih bolnica (Ljubljana, Begunje, Ormož, Idrija i Vojnik) (Minisatrstvo zdravlja).

Domovi za starije osobe su zavodi socijalne skrbi i spadaju pod okrilje Ministarstva rada, obitelji, socijalne politike i jednakih mogućnosti. Psihijatrijske bolnice spadaju pak pod okrilje Ministarstva zdravlja. Unatoč tome što institucije ne spadaju pod okrilje istog ministarstva, obje nude i zdravstvenu skrb.

2.3 POJAM TOTALNE INSTITUCIJE

Smatra se da je totalna institucija nastala u 17. stoljeću, kada su počela masovna uhićenja. Tada su osnovali ogromne ustanove za zatvaranje u kojima su zatvarali prosjake, besposlene, prijestupnike i bezumnike (Foucault, 1998, str. 43). Pojam totalna institucija godine 1961. definirao je Kanađanin, sociolog Erving Goffman, u svom djelu Azili: Eseji o društvenom položaju psihijatrijskih pacijenata i drugih prisilno hospitaliziranih osoba (Mlinar, 2010). Pojam je moguće primijeniti na ustanove koje su namijenjene cjelovitoj skrbi određene skupine ljudi. Totalnu instituciju prepoznajemo prema sljedećim dimenzijama:

- svi aspekti življenja odvijaju se u istoj zgradi, pod istim autoritetom.
- od štićenika se očekuje određeno ponašanje i svi su jednako tretirani,
- dnevne aktivnosti odvijaju se po određenom redoslijedu koji određuje nositelj autoriteta (Davies, 1989, str. 77, 78).

Oni koji su uključeni u tu instituciju kao stanari, gube dobar dio svoje autonomije. Karakteristika takve ustanove je ukidanje razdvajanja među mjestima gdje čovjek spava, provodi slobodno vrijeme i radi. Dnevni red je određen i strukturiran. Postoji također i izraziti nesrazmjer moći između djelatnika i onih koji tamo žive. Stanari moraju poštovati pravila dnevnog reda, o tome vodi brigu hijerarhijski ustrojen stožer djelatnika, koji provodi i kontrolu. Neki bi društveni ciljevi trebali opravdati postojanje takvih ustanova. Primjeri takvih ustanova trebali su biti, odnosno bili su: koncentracijski logori, logori za uhićenike, vojarne, bolnice, samostani, internati, radni logori i ustanove namijenjene brizi za ljude, npr. domovi za siročad, skloništa za siromahe i domovi za ostarjele (Mlinar, 2010).

3 ISTRAŽIVANA PITANJA

- Što imaju zajedničko psihijatrijska bolnica iz filma Let iznad kukavičjeg gnijezda i dom za starije osobe?
- U kojoj su mjeri ustanove sukladne s Goffmanovim pojmom totalne institucije?

4 AKTIVNOSTI

4.1 METODA

Primijenjena je metoda analize sadržaja. Obzirom na teoriju totalne institucije, odabrali smo 4 kategorije pomoću kojih smo analizirali film Let iznad kukavičjeg gnijezda (1975) i kućni red 4 doma za starije osobe. Odabrane kategorije, koje će nam pomoći pri određivanju totalne institucije, su: prisutnost autoriteta, izolacija od vanjskog svijeta, personifikacija štićenika i upravljanje vremenom. Domovi za starije osobe, čiji su kućni redovi bili analizirani, su: Dom počitka Metlika, Dom upokojencev Sežana, Dom starejših občanov Ljubljana - Bežigrad i Dom upokojencev Idrija. Domovi starijih osoba bili su odabrani bez posebnog reda. Odabrali smo prva četiri doma kod kojih smo našli kućni red objavljen na njihovoj internet stranici. Hipotetički možemo pretpostaviti da su svi kućni redovi domova za starije osobe u dostatnoj mjeri slični tako da analizom svih 97 zavoda, koliko ih imamo u Sloveniji (MDDSZ, 2013), ne bi dobili bitno drugačije informacije.

4.2 FILM LET IZNAD KUKAVIČJEG GNIJEZDA

1. PRISUTNOST AUTORITETA

U filmu glavni autoritet predstavlja sestra Ratched. Ostali djelatnici (sestre i bolničari) vode brigu o provođenju njenih uputa i općih pravila institucije (ustaljenog dnevnog reda). Djelatnici se razlikuju od štićenika po odjeći, zna se tko postavlja pravila i tko ih bezuvjetno poštuje. Imaju odvojene prostorije i sestra brzo postavi McMurphyja na svoje mjesto kada on želi utišati glazbu i ući u prostoriju koja je namijenjena osoblju. Upozori ga da ne ulazi u tu prostoriju. Glazbu ne utiša, a riješi ga se obrazloženjem da su neki štićenici već stariji i slabije čuju. To je jedan od trenutak u filmu kada su ga već na početku boravka u ustanovi upozorili gdje se smije kretati i da se njegovo mišljenje neće uzeti u obzir, nego da je on taj koji se mora prilagoditi. Da utemeljenim argumentima, pa čak i glasovanjem, neće uspjeti ostvariti niti najmanju promjenu u instituciji, bilo je očigledno kada je želio poremetiti ustaljenu rutinu kako bi gledali sportsko natjecanje. Kada ga je nepošteno izigravanje i mijenjanje pravila od strane sestre Ratched razljutilo pa se suprotstavio tjelesnom snagom, tretirali su ga fizičkim sredstvima (sredstva za umirenje i elektrošokovi).

2. IZOLACIJA OD VANJSKOG SVIJETA

Život štićenika odvija se u ustanovi i na dvorištu ispred nje. Pod istim krovom spavaju, jedu i provode slobodno vrijeme. Oko bolnice je ograda, na prozorima rešetke koje sprječavaju nekontrolirane izlaske štićenika. Štićenici očigledno nisu smjeli koristiti niti telefon, budući da se McMurphy poslužio telefonom potajice. Tijekom cijelog filma nije bila prikazana posjeta pacijentu niti ijedan izlazak iz bolnice (McMurphy je za taj izlazak preskočio ogradu).

3. PERSONIFIKACIJA ŠTIĆENIKA

Od svih štićenika očekuje se istoobrazno ponašanje koje odgovara postavljenim pravilima. Unatoč tome da McMurphy nije bio proglašen za psihički bolesnog, podvrgnut je svim terapijama predviđenim za takve bolesnike (tablete, elektrošokovi, operacija mozga). Za nepoštivanje pravila na raspolaganju su prisilna sredstva (privezivanje, sredstva za umirenje). Svi štićenici imaju bolničku odjeću, tretira ih se kao nesposobne odgovarati za sebe, npr. ograničava im se količina njihovih cigareta pod izgovorom brige da ih ne bi prokockali. Štićenici kockaju potajice u kupaonici jer su pod budnim okom nadzornika koji im to ne dozvoljavaju. O osobnim životnim pričama štićenika javno diskutiraju pod vodstvom glavne sestre. Da im je to neprijatno vidi se po tome da svi izbjegavaju preuzeti riječ i ne žele govoriti o svojim poteškoćama.

4. UPRAVLJANJE VREMENOM

U instituciji je na snazi ustaljen vremenski raspored koji je fiksan, a provedba je uvijek jednaka. Određen je sat za uzimanje lijekova i tada u pozadini svira glazba. U filmu nema prizora kako štićenici jedu, zaključujemo da je i vrijeme za obroke određeno. Određeno je i vrijeme za gledanje televizije i McMurphy je bio neuspješan u pokušaju promjene termina (opisano pod 1. točkom).

4.3 KUĆNI RED DOMOVA ZA STARIJE OSOBE

1. PRISUTNOST AUTORITETA

Analizom kućnog reda nije moguće odrediti koliko je prisutan autoritet, ali jasno je vidljivo što je napisano za osoblje i što vrijedi za štićenike. To znači da su međusobno odvojeni, za štićenike su opredijeljene dužnosti i pravila koja moraju poštovati. Svi kućni redovi imaju navedeno što se smatra za teže kršenje, a zajedničke karakteristike jesu:

- grub, uvredljiv odnos prema sustanarima, djelatnicima, posjetama;
- nasilničko ponašanje;
- pijančevanje i galama;
- namjerno oštećenje, uništenje ili otuđenje opreme.

Dva kućna reda navode također i predviđene mjere koje će se izreći štićeniku koji se ne pridržava propisanih pravila. Mjere slijede hijerarhiju: usmena opomena, osobna pisana opomena, javna pisana opomena (izvješeno na oglasnoj dasci) i isključenje iz doma (Dom za starije osobe Ljubljana - Bežigrad, 2007, Dom počitka Metlika, 2009). Kako dosljedno se provode napisana pravila i kakav odnos ima osoblje prema štićenicima, analizom kućnog reda nije moguće utvrditi.

2. IZOLACIJA OD VANJSKOG SVIJETA

Štićenici su u cijelosti zbrinuti unutar institucije. Pod istim krovom jedu, spavaju, provode slobodno vrijeme, nudi im se zdravstvena zaštita. Štićenici mogu primati posjete, dozvoljeni su im izlasci, mogući su i na više dana. Ti su izlasci inače pod nadzorom, moraju se prijaviti osoblju. Vremenski raspon posjeta i dnevnih izlazaka je određen.

3. PERSONIFIKACIJA ŠTIĆENIKA

Štićenici mogu nositi svoju odjeću koja mora biti označena brojkama radi lakšeg pranja. U jednom kućnom redu je navedeno da stanari mogu zamoliti šefa praonice ako žele da se neki dio odjeće izglača (Dom za starije osobe Ljubljana - Bežigrad, 2007), a u jednom je domu moguće, pored glačanja, dogovoriti i za manje krojačke popravke (npr. šivanje otpalog gumba) (Dom počitka Metlika, 2009). U jednom je kućnom redu navedeno da je zabranjeno pranje rublja u kupaonici, a u jednom preporučuju samo uporabu rublja koje se može prati u perilici (Dom upokojencev Idrija, 2012).
U sklopu opremljene sobe, u sva četiri doma može se donijeti i poneki vlastiti manji dio namještaja, slika, televizor. Uređaji za grijanje, kao što su plinske i električne peči, svijeće, glačala niti u jednom domu nisu dozvoljene. U jednom domu postoji takva mogućnost, međutim samo ako uprava to izričito odobri (Dom starejših občanov Ljubljana - Bežigrad).
Dva kućna reda navode da stanari moraju uvijek omogućiti osoblju ulazak u sobu (Dom starejših občanov Ljubljana - Bežigrad, 2007, Dom počitka Metlika, 2009), u tri je navedeno da su štićenici dužni otključati ormariće na zahtjev osoblja radi higijenskih razloga. Štićenik bi pritom trebao biti prisutan (Dom starejših občanov Ljubljana - Bežigrad, 2007, Dom počitka Metlika, 2009, Dom upokojencev Idrija, 2012). U jednom domu štićenik mora čak izručiti ključeve svoje sobe kada napusti dom za dan ili više (Dom starejših občanov Ljubljana - Bežigrad, 2007). U dva kućna reda je opredijeljeno vrijeme kada se ulazna vrata doma zaključavaju (Dom starejših občanov Ljubljana - Bežigrad, 2007). U jednom od njih je navedeno da imaju zvono kojim štićenik, kada se vrati u dom nakon 21.00 h, može pozvati osoblje da mu otključaju vrata doma (Dom upokojencev Idrija, 2012). U trećem kućnom redu je navedeno da se, ukoliko štićenik u 22.00 nije u sobi, pokrene akcija traženja (Dom počitka Metlika, 2009).
U svim kućnim redovima je navedeno da štićenici imaju pravo na obavljanje vjerskih obreda i posjete svećenika.

4. UPRAVLJANJE VREMENOM

Vrijeme obroka, posjeta, izlazaka, ponegdje čak i kupanja, je određeno. Detaljnije je to prikazano u tabeli 1.
Tabela 1: Neke vremenske značajke zapisane u kućnom redu.

Dom / Karakteristike	Dom počitka Metlika	Dom upokojencev Sežana	Dom starejših občanov Ljubljana - Bežigrad	Dom upokojencev Idrija
Vrijeme posjeta, izlazaka i dolaska	Ljeti: 8.00-22.00 Zimi: 8.00 - 20.00	Posjete: 8.00-19.00, stanari: 7.00 - 21.00	8.00-19.30	7.00 - 20.00
Vrijeme obroka	Doručak: 8.00, ručak: 12.00, užina: 14.30, večera: 17.45.	Doručak: 8.00, ručak: 12.00, užina: 15.00, večera: 18.00	Nije navedeno	doručak: 8.00, ručak: 11.30, večera: 18.00.
Kupanje	6.00 - 8.00 i 13.00 - 21.00	Nije navedeno	Obavijestiti bolničarku ili medicinsku sestru	Nije navedeno

Vrijeme svih obroka točno je navedeno, a posjeti, izlasci i dolasci dozvoljeni su tijekom cijelog dana.

4.4 USPOREDBA FILMA S KUĆNIM REDOVIMA

1. PRISUTNOST AUTORITETA
U filmu, a tako i u domovima za starije osobe, jasno je tko predstavlja autoritet (osoblje) i tko ga slijedi (štićenici). U filmu je jasno vidljivo da štićenici nemaju mogućnost odlučivanja niti o jednoj stvari. Koliko u domovima za starije osobe tu mogućnost dopuštaju svojim štićenicima ne možemo zaključivati samo na osnovi kućnog reda.
Međutim, u svojem magistarskom radu: Koncept totalne ustanove i domovi za starije osobe, autorica Mali (2003) primijenila je više metoda za promatranje funkcioniranja doma za starije osobe u Sloveniji (intervjui, promatranje, analiza zakona koji uređuju to područje). Utvrdila je da je u domovima za starije osobe prisutna stroga kontrola autoriteta nad pojedincem.

2. IZOLACIJA OD VANJSKOG SVIJETA
U obje uspoređivane institucije svi su aspekti života udruženi pod jednim krovom (spavanje, prehranjivanje, provođenje slobodnog vremena). Obje ustanove nude kompletan tretman pojedinca. Međutim, u bolnici iz filma strogo je ograničen i čuvan izlazak iz bolnice, a isto tako nisu bile primijećene posjete. Jedini kontakt s vanjskim svijetom imali su u stvari samo putem televizije. Štićenicima doma za starije osobe omogućen je slobodan izlazak, također i na više dana, a gotovo tijekom cijelog dana imaju pravo na posjete.

3. PERSONIFIKACIJA ŠTIĆENIKA
Privatnost i individualizacija pojedinca prilično je ograničena u ime brige za sigurnost i zdravlje štićenika. Štićenici domova za starije osobe imaju tijekom svog boravka ipak više mogućnosti za izražavanje svoje osobnosti. Mogu nositi svoju odjeću, mogu imati nekoliko svojih komada namještaja. I kod jednih i drugih problem je u povredi njihove privatnosti od strane osoblja. U domovima za starije osobe ne broje im njihove cigarete. Pa ipak, neki elementi samo naizgled ukazuju na veću privatnost. Štićenici mogu zaključati svoje sobe i ormariće. Međutim, soba mora biti osoblju uvijek dostupna, na njihov zahtjev moraju im otključati i svoje ormariće. Mali (2003) je utvrdila da je u slovenskim domovima za starije osobe povreda privatnosti pojedinca čest fenomen.

4. UPRAVLJANJE VREMENOM
U obje institucije vremensko opredjeljenje je jasno i precizno. Unatoč tome, u domovima za starije osobe štićenici imaju više mogućnosti za upravljanje svojim slobodnim vremenom i sami odlučuju kako će ga provesti. Obroci su strogo određeni, a u vezi posjeta i izlazaka štićenici imaju veći vremenski raspon. Ipak i to je red na kojeg se štićenici moraju navići. Wiersma (2012, str. 75, 79) je u Kanadi istraživala kako vrijeme shvaćaju osobe koje su netom primljene u dom za starije osobe. Provela je studiju primjera i utvrdila da rutinski život i prihvaćanje propisanog institucionalnog vremena prinuđuje stanare da se podrede kućnom redu. Jedan od novo primljenih stanara je rekao da se je teško prilagoditi novoj rutini ali je to ipak prihvatio kao nešto na što se moraju navići, budući da nema smisla tome se opirati.

5 KONSTATACIJE
Pregled kućnog reda četiriju naših doma za starije pokazao je da i slovenski domovi za starije imaju u nekim točkama određene karakteristike totalne ustanove. To se uočava na području autoriteta, kompletne skrbi u istoj ustanovi, nedostatku privatnosti i individualizacije te upravljanju vremenom. Za sve te kriterije se pokazalo da su u filmu izraženiji nego u domovima za starije osobe. Domovi za starije osobe imaju karakteristike totalne ustanove slabije izražene nego psihijatrijska bolnica koja je predstavljena u filmu.
Film je snimljen 1975. godine i prikazanu krutost sustava možemo pripisati i vremenu. Međutim, stvari se ipak nisu toliko promijenile budući da institucije uvijek imaju svoju vlastitu povijest i nemoguće ih razumjeti bez razumijevanja povijesnog procesa u kojem su nastale (Mali, 2008, str. 17).
To je utvrdio i Heinzelmann (2004) koji je istraživao u kojoj je mjeri koncept totalne institucije sukladan s domovima za starije u Njemačkoj. Došao je do spoznaje da dom koji je u potpunoj suprotnosti s totalnom institucijom može biti samo onaj u kojem je skrb individualna, gdje stanar može napustiti dom kada hoće, ima mogućnost zaključati svoju sobu, ne osjeća pritisak na prilagodbu, poštuje se pravni status prije dolaska u dom, dozvoljava vlastita odjeća, ne osjeća se nedostatak perspektive za budućnost, gdje nema mehanizma za strukturnu ili suptilnu uporabu ovlasti. Praktično, ne postoji dom u kojem nema niti jednog traga totalne ustanove. Unatoč tome Heinzelmann (2004) smatra da definicija totalne institucije za današnje domove za starije osobe nije više primjerena. Drži da su u današnjim domovima doduše ostale neke natruhe totalnih ustanova, međutim, ne u bitnim vidicima i u slabašnom obliku. Zajednička točka je u tome da se sve tri faze dnevnog ritma boravka događaju na istom mjestu. Razlozi za to navodno su u zdravstvenom stanju stanara i ne u ciljevima koje ima sama ustanova. Podudarnost s karakteristikama domova i totalne institucije je također i u propisivanju dnevnog reda, u pomanjkanju privatnosti, u odorama djelatnika i u hijerarhijskom ustrojstvu djelatnika. Tome doprinosi i činjenica da te ustanove imaju svoju tradiciju koju nije moguće promijeniti preko noći u ne-totalnu (Heinzelmann, 2004). U Sloveniji je domove za starije osobe s totalnom institucijom uspoređivala Mali (2003). Ona je

također došla do zaključka da u slovenskim domovima za starije osobe nisu prisutne sve karakteristike totalne ustanove. One značajke koje jesu prisutne nisu izražene u ekstremnom obliku. Socijalnim djelatnicima, koji su zaposleni u domovima za starije osobe, autorica predlaže da budu fleksibilniji glede pravila koja reguliraju boravak u instituciji, da budu pozorniji na pojedinačna iskustva štićenika i da shvate problem depersonalizacije korisnika (Mali, 2003).
Rješenje za otklanjanje nedostataka institucionalnog tretmana neki vide u dezinstitucionalizaciji. Tako je 18. srpnja 2010. godine osnovan pokret protiv totalnih ustanova i prisilnog zatvaranja ljudi. Akcija je nazvana Iz-hod (Iz-laz – op. prev.) i sudionici su ophodili sve psihijatrijske bolnice i posebne zavode, nekoliko zavoda za osposobljavanje, domova za starije, za omladinu i djecu, te strance (Hus, 2010). Vito Flaker, jedan od inicijatora te akcije, u intervjuu s Irmom Hus (2010) rekao je da je kod nas zastario prije svega institucionalni tretman. Čini mu se da se kod nas proces otvaranja psihijatrijskih i drugih ustanova odvija samo djelomično i sporo. Čini mu se zastarjelim kompletan sustav koji nije prešao u zajednički. Kod nas nemamo centre za psihičko zdravlje u zajednici, timove, krizne timove, mobilne službe, osobne pakete usluga. On također misli, da se skrb u domu za starije osobe po broju i intenzitetu opskrbe ne može usporediti s institucionalnom (Hus, 2010).
Slovenija je jedna od najviše institucionaliziranih država u kojoj je u različitim ustanovama zatvoreno više od 20.000 ljudi (Flaker, 2011). Od drugog svjetskog rata nadalje u tijeku je proces otvaranja psihijatrijskih i drugih ustanova (Hus, 2010). U psihijatriji je to selidba u stambene zajednice. Prva u Sloveniji je zaživjela 1992. godine (Flaker, 2011). Pri brizi za starije to su: pomoć u kući, dnevni centri, sigurni stanovi (varnastarost.si). Te alternative omogućavaju pojedincima osobniji pristup i rješavanje poteškoća bez apsolutnog podređivanja cjelokupne kvalitete življenja institucionalnim pravilima.

6 ZAKLJUČCI

Odgovor na prvo istraživano pitanje bio bi da štićenici psihijatrijskih bolnica i domova za starije osobe imaju zajedničko institucionalno življenje. Pri usporedbi institucija s totalnom ustanovom utvrdili smo da psihijatrijska bolnica u filmu ima snažnije izražene karakteristike totalne institucije nego domovi za starije osobe. Da su domovi za starije osobe u nekim vidicima sukladni s teorijom o totalnoj instituciji, a koji nisu pretjerano izraženi, utvrdila je već Mali (2003) u Sloveniji i Heinzelmann (2004) u Njemačkoj. Naša je usporedba polazila od analize kućnog reda četiriju domova za starije osobe. Kućni red je inače jedan od indikatora totalne ustanove, a ako bi željeli preciznije rezultate, bilo bi potrebno obaviti promatranje u praksi i intervjue sa štićenicima te djelatnicima. To je nedostatak ovog rada. Unatoč nepotpunoj izraženosti, neke karakteristike totalne ustanove, a koje problematiziraju institucionalno življenje starijih osoba ipak su prisutne. Kao odgovor na te poteškoće u današnje vrijeme pojavljuju se novi oblici pomoći za poteškoće s kojima se suočavaju starije osobe. Da ne bi morali podrediti svoju individualnost strogom redu institucije, a radi druženja mogu posjetiti dnevni centar, ako su bolesni, kod kuće ih može obići njegovateljica. Na raspolaganju su im i sigurni stanovi, koji su također oblik institucionalne zaštite, namijenjeni starijim ljudima koji sami ne mogu više u potpunosti skrbiti o sebi ili se njegovati, a unatoč tome još uvijek mogu živjeti razmjerno samostalno uz veću ili manju pomoć stručnog osoblja. Takve usluge provode se u stanovima koji su funkcionalno povezani i prilagođeni potrebama starijih ljudi (varnastarost.si). Povećanjem mogućnosti odabira, starije osobe mogu se odlučiti za oblik koji najbolje odgovara njihovoj osobnosti, raspoloženju i zdravstvenom stanju. Time oni sami mogu aktivno pridonositi svoj udio boljem funkcioniranju društva.

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LIFELONG LEARNING OF ELDERLY CITIZENS IN RURAL AREAS

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Abstract
Slovenian countryside with its extremely rich and diverse natural and cultural heritage requires knowledge and experiences for its preservation and development. The issue of the topic relates primarily to the education, skills, and abilities of members of Gorenjska tourist farms and their need for lifelong learning. In the empirical part, we present a quantitative analysis of the research. In the analytical part, we checked the validity of the five hypotheses, which they are placed for the purpose of research. To verify the hypotheses we used the following statistical tests: t-test for arithmetic mean, chi-square test for proportions, chi-square test or the ratio of beliefs - in the case of a small sample and t-test for the two independent samples (hypothesis 4). It has been found that both older and younger generations attend various training sessions annually. Hypotheses are confirmed in all cases, except for the fourth, which is not confirmed and the third, which is only partially confirmed. There is a sufficient offer of educational programmmes for lifelong learning in rural areas, but they are not always adapted to the needs of the rural population.

Keywords: lifelong learning, intergenerational harmony, older adults, the career of older adults

Theoretical framework

The structure of rural tourist farms is based on a family business, that is why the basis for appropriate education and career development for future generation is crucial. Gosar (1998, p. 27) states in his work: "The heirs, sons and daughters are not too enthusiastic about tourism as the only or mostly parallel economic activity of their household. It is true that tourism brings income, but in their opinion, it is hard-earned ." In life, we are constantly accompanied by different motives and needs for something better, different, advanced. Our life is thus motivated and does not occur by itself, it has its own causes and goals. Musek and Pečjak define needs as organic and physiological needs and psychological needs (2001, p. 95), "meeting the organic and physiological needs occurs in a homeostatic way. We seek to compensate for the resulting deficit and restore the balance. Thist, for example, is eliminated by drinking a sufficient amount of water to compensate for the resulting liquid deficit in the organism. Meeting and satisfying psychological needs is often not homeostatic. When you obtain certain information and knowledge, the desire to learn increases rather than decreases. When, for example an athlete defeats their rival, his or her objectives are not being met, but they grow, now he or she wants to beat stronger rivals. In this case, we are talking about progressive meeting of the needs ."(Musek and Pečjak, 2001, p. 95). Vrednote - Values Tavcar (2008, p. 30) states: "firmer and stronger than the needs are the values, the goods that mean a lot to people. Value is something that is worth to someone, it is something you deserve; it is the subject of desire and the object of the judgement; it is something that should be the desired subject of

all the people." In older adults values are more strongly expressed than in the younger population. There are many different definitions of values. The article Successful organizational culture (Kavcic, 2003) states: "For an individual values are the criterion to assess their actions. Values determine what people think should be done. So values determine what is right and what is wrong, what is good and what is bad. Therefore they serve as imperatives for judging as well as standards for the evaluation and rationalization of the suitability of individual and social decisions. In this sense, they are the internal control of an individual." The strategy of lifelong learning in Slovenia, issued by the Ministry of Education and Sport of the Republic of Slovenia in 2007 (Jelenc et al., 2007, p. 7) reads as follows: "To enable all people to education and learning at all ages, in all areas of life and in all environments. Particular attention should be paid here to the provision of educational opportunities for disadvantaged groups." To make this possible, it is necessary to strengthen the awareness that with learning individuals increase their self-confidence, develop creativity, entrepreneurship and the knowledge, skills and qualifications they need for active participation in economic and social life. Peter Senge (in Raos, 2002, p. 163) describes the personal fulfillment as one of the basic disciplines needed to build a learning society or organization: "In personal training it represents a goal that we are trying to achieve, what we want to achieve in our life - but a more appropriate word for it would actually be vision. Personal training falls within the lifelong process of improvement, that is why it is called generic learning." To be able to improve and perfect ourselves throughout our lifetime, a very important factor is learning to learn. Learning to learn is represented by Bakračevič Vukman (2012), as the ability to pursue and persist in learning, while we must organize our own learning, which includes effective management of time and information. This includes awareness of one's learning process and needs, identifying opportunities that are available and the ability to overcome barriers to successful learning. It is important to acquire, process and assimilate new knowledge and skills and to search for and apply advice. In learning to learn individuals build on prior learning and life experiences in a variety of contexts: at home, at work, in education and training. Motivation and confidence are crucial to an individual's competence (Bakračevič Vukman, 2012). It is a survival imperative, "to develop the awareness of all people to have the right to education and learning and to strengthen their co-responsibility for it and to enable everyone teaching tailored according to what suits them, this means that education and training will optimally adapt to the needs and demands of learning persons" (Jelenc et al. 2007, p. 7). Since we humans are relational beings, it is necessary "to develop a positive attitude to learning and individual understanding of the importance of lifelong learning at all stages of human life; such attitude should be incorporated into the curricula at all levels of education and we raise the level of all kinds of literacy of people in Slovenia and the use of literacy for different purposes and in different contexts "(ibid.). In the USA, the historical chronicle of lifelong learning suggests that the focus on older adults appeared with the emergence of the impact of gerontology in the field of public work. In 1949 the National Education Association established a Committee on Aging, which led to the publication of a variety of literature that describes the educational needs of older adults (Manheimer, 1998, p. 468). Since we are talking about a specific area of the Slovenian countryside, it is essential in national politics and in the theory and practice of education in Slovenia to achieve the integration of all aspects of education in a concrete system that will provide equal and equitable opportunities for developing and implementing a variety of genres, forms, content and purposes of education and learning. It is necessary to "ensure an appropriate balance between investing in education and learning for the improvement of human capital (increase of productivity, competitiveness and individual employability) and investing in education and learning for personal development and active democratic citizenship." Local and regional areas require high-quality and useful knowledge, it is needed is to "accelerate the implementation and use of knowledge, skills and learning as a fundamental resource and driving force for the development of local and regional areas as well as for the development of social networks within those areas." Since we are talking about the emigration of youth into the city, it makes sense, "with all public means and media for communication and advertising, to promote lifelong learning as a fundamental human value, in which young people can see a better future and the development of their personal career. Fully accelerate the development of the "learning society" and "society based on knowledge" and "the society of those who think" as their evolutionary upgrades (Jelenc et al., 2007 p. 8). This strategy very much applies not only to society as a whole but also to life and work in rural areas. Residents of the Slovenian countryside, especially farmers and families on farms, tend to create complementary activities on the farm. Complementary activities are those which bring income and a chance to survive in rural areas. To achieve this basic objective and quality of products and services appropriate and high-quality lifelong learning, education and training are crucial for all generations. The life of an individual requires constant adaptation to living conditions in the domestic social environment and the working environment of the organization. "Learning is not an activity that takes place only in school" (Treven, 1998, p. 86), but in defining this concept it is necessary to take into account the findings of psychologists. They define learning as any relatively permanent change in behavior that occurs as a result of experience (Treven, 1998, p. 87). We present a study on lifelong learning of older adults in rural areas.

Methodology

For data collection a questionnaire was designed which was structured so that it covers the population of Gorenjska (tourist farms). The study population is covered by a sample of 57 tourist farms, which in addition to basic agricultural activities also deal with a complementary activity and farm tourism. To test hypotheses that follow later in this article,

the bivariate statistical method was used (t-test for arithmetic mean, t-test for independent samples, chi-square for proportions and chi-square for parity). In the case where we did not satisfy the condition of the use of chi-square test for independent samples, that is, that none of the cells may be the expected value of less than 5 units, we used the Kullback 2Ǐ coefficient or the belief ratio (Maximum Likelihood) which is suitable for small samples. The results of the survey were presented comparatively with respect to the younger and older generation members of tourist farms, whether we are talking about the owners and their spouses or their descendants. To test hypotheses, we considered the level of significance of 0.05. Hypothesis 1 was tested with t-test for arithmetic mean. Hypotheses 2, 3 and 5 were tested with chi-square test for independent samples. For hypothesis 4, we used the chi-square test and belief ratio.
Findings

H1: Family members of tourist farms have the appropriate knowledge to perform their activities.

The hypothesis was verified with the question To what extent do you evaluate your knowledge to manage your tourist farm?, which is measured on a Likert scale from 1 to 5. The limit of the appropriate knowledge is the value 3, which is the centre of the scale. If the average value is significantly higher than 3, the hypothesis is confirmed. The hypothesis is verified with a t-test for arithmetic mean.

Table 1: Self-assessment skills to operate a tourist farm

	N	AS	SD	t	df	p
To what extent do you evaluate your knowledge to manage your tourist farm?	48	3,88	0,57	10,642	47	0,0001

Source: Author

The average self-assessment skills to operate a tourist farm is 3.88, which means that family members believe that they have the appropriate knowledge. T-test for an arithmetic mean is 10.64 and less than 5 percent risk can confirm the hypothesis that members of the family tourist farms possess adequate knowledge to perform their activities.

H2: The offer to acquire relevant skills for family members who are involved in the work of the tourist farm is satisfactory.

The hypothesis was verified with the question Are you satisfied with the current offer of trainings?, to which it was possible to answer yes or no. The hypothesis is verified with a chi-square test for proportions. If the proportion of the satisfied persons is significantly greater than 50%, the hypothesis is confirmed.

Table 1: Satisfaction with the offer of training courses

	The observed number	The expected number	The observed proportion	The expected proportion	chi-square	df	p
yes	37	24	77,1%	50,0%	14,083	1	0,0001
no	11	24	22,9%	50,0%			
total	48	48	100%	100%			

Source: Author

The proportion of those satisfied with the existing range of training courses is 77.1%, which is significantly higher than 50% (chi-square = 14.08, $p < 0.05$). The hypothesis that the offer for the acquisition of relevant skills is satisfactory is confirmed.

H3: Tourist farm members are regularly included in the available additional education and training courses.

To verify this hypothesis we have two questions: Do you attend additional training to meet the needs of your business every year? and How often do you attend educational or training courses?. For the first question, the possible answers were yes or no. It is assumed that the regular involvement in available additional education also means the annual participation in training courses. The chi-square test is used to check whether the proportion of those who attend additional training courses each year, is significantly higher than 50% and, if so, the hypothesis is confirmed. The second question, which relates to the frequency of training is measured on a scale from 1 (very often or over 100 hours) to 5 (never). The t-test to check the arithmetic mean is used to check whether the average value is significantly lower than the mid-scale (3). If it is lower, the hypothesis is confirmed.

Table 2: Annual participation in further education

	The observed number	The expected number	The observed proportion	The expected proportion	chi-square	df	p
yes	38	24	79,2%	50%	16,333	1	0
no	10	24	20,8%	50%			
total	48	48	100%	100%			

Source: Author

The proportion of family members, who annually attend additional training amounts to 79.2% and is significantly higher than 50% (chi-square = 16.33, p <0.05). The hypothesis is confirmed in this part.

Table 3: Frequency of training

	N	AS	SD	t	df	p
How often do you attend education and training courses?	48	2,81	1,024	-1,268	47	0,211

Source: Author

The average value of the frequency of training, which is 2.81, is lower than at mid-scale (3), but it is not statistically significant (t = -1.27, p> 0.05). Hypothesis, therefore, cannot be confirmed in this part. Hypothesis 3 is thus confirmed only partially.

H4: Members of tourist farms who are the owners are more likely to attend training as other members.

To verify this hypothesis there are two questions: Do you attend additional training to meet the needs of your business every year? and How often do you attend educational or training courses?. For the first question, the possible answers were yes or no; for the second question there was a 5-point scale from 1 (very often or up to 100 hours) to 5 (never). We cross the two questions to the question concerning the role of the member on the tourist farm. In doing so, we combined the answers into two classes. In the first class there are holders of the farms and in the second the other members. We check the hypothesis to the first question with the chi-square test or the ratio of beliefs, if the expected value of the units in a single cell contingency table is less than 5. In this case chi-square test must not be used. We check the second question with the t-test for independent samples.

Table 4: Participation in further education for the needs of the business activity on the farm

			Role on the farm		total
			Farm owner	other	
Do you attend further education for the needs of the business activity on your farm every year?	yes	percentage	91,70%	75,00%	79,20%
	no	percentage	8,30%	25,00%	20,80%
Total		Figure	12	36	48
		percentage	100,00%	100,00%	100,00%

Source: Author

91.7% masters of the farm annually attend additional training to meet the needs of their activities, while the participation of other members amounts to 75.0%.

Table 5: Chi-square test and the ratio of beliefs

	Vrednost	df	p
Chi-square test	1,516	1	0,218
the ratio of beliefs	1,755	1	0,185

Source: Author

In our case, there is one cell with an expected value of less than 5 units, so in checking the hypothesis we take into account the ratio of beliefs. The value is 1.755 and it is not statistically significant (p> 0.05), so the hypothesis cannot be confirmed even though from the contingency tables we can see a higher proportion of tourist farm owners who

attend education for the needs of their business every year. Because of the small sample size, the difference in proportions should be greater if we wanted the hypothesis to be confirmed.

Table 6: Frequency of participation in education in general with regard to the role on the farm

	Role on the farm	N	AS	SD	t	df	p
How often do you attend education and training courses?	owner	12	2,83	0,718	0,1	29,81	0,921
	other	36	2,81	1,117			

Source: Author

The average value of the frequency of participation in education in general amounts to 2.8 among the owners as well as among the remaining members of the family farm. The value of t-statistic is 0.1 and it is not statistically significant (p> 0.05). The hypothesis cannot be confirmed.

H5: There is enough interest to build a personal career on tourist farms among the young.

In order to verify this hypothesis we put together a new variable of two different questions. With the younger generation, ie. the offspring of the owner, we considered the question To what extent do you think about new approaches to work and planning your working careers on your tourist farm?, With the older generation, we took into account the question To what extent would any of the younger member of the family be interested in personal career building within your tourist farm? Both questions were measured on the same 5-speed scale of 1 (not much) to 5 (a lot), so values can be combined into a new variable that refers to the interest of building a personal career. With the t-test for the arithmetic mean we check if the average value of the new variable is statistically significantly higher than the mid-scale (3).

Table 7: The interest to build a personal career on tourist farms among the young

	N	AS	SD	t	df	p
The interest to build a personal career on tourist farms among the young	48	3,833	0,975	5,922	47	0,0001

Source: Author

The average score of the interest to build a personal career on tourist farms among young people is 3.83 and is significantly higher than the mid-scale ($t = 5.92$, $p < 0.05$). There is a lot of interest among young people, our hypothesis is confirmed.

Discussion

As far as the area of work that members of the tourist farms are engaged in and educated for is concerned, it was found that more than 30% of the young population is educated in catering and tourism, and the older population is educated in agriculture in almost 30%. The younger generation assesses their knowledge and skills to manage a tourist farm as worse than the older generation. In this case, you can already conclude that young people have not taken all the knowledge and responsibility from the older generation yet. New approaches to work and planning work careers on the farm. The problem we see is that both generations think about planning work careers but not to a great extent. Planning and managing a career. More than 50 % of the older and young generation only think about planning their careers or just discuss planning their careers, rather than create a career plan. The frequency of education is higher among young people, but lower in the older population because 38 % of them attend some sort of training 30 to 50 hours per year, which is not negligible. 46 % of young people study for more than 100 hours per year. However, we found that over 50 % of young people do not attend annual training, while 88 % of older people do. With young people there is no continuity of learning. Members of the tourist farms most frequently attend training in catering and tourism. Less frequently they attend courses on ecology, ICT, languages, food technology. These contents are necessary for successful work and business on the tourist farm. It was also found that members of the tourist farms are not completely satisfied with the offer of education and training courses, especially the younger generation that requires a lot more knowledge than the older more experienced generation. We found that the reason for this is that training providers do not have an overview of the content of training which members of most tourist farms need and miss most. According to the opinion of tourist farms their work is under- appreciated compared to work in the economy. They are strongly aware of the values of the rural and farm tourism, since there is a high interest in establishing a personal career on the farm.

Older people often have problems with bureaucracy and legal technical regulations and management (unnecessary expenses).

Conclusion

A lot of active work has been done in this area in the recent years, especially in the field of rural tourism. In 1997, the Association of Tourist Farms of Slovenia was founded, which strongly reinforced the development of tourism on farms. The owners agree that the networking of their activities on farms is important for survival because in this way they operate globally, with lower costs and better penetration to the market. Together, it is easier to penetrate to the consumers by offering their products and services. They are aware of the importance of lifelong learning and the need to upgrade their potentials. In order to follow the wishes of consumers, it is necessary to optimize information connectivity and information and communication knowledge of ICT. Activities of tourist farms are focused on continual improvement of products. They strive to preserve cultural and natural environment in which they live, because they realize the importance of preserving cultural heritage, its meaning to recognize the identity and thereby to create the best authentic offer. Of course, they are aware of the importance of adopting innovations and improvements into rural areas. The organizing of all the subjects involved at each and every level is going on perfectly. Special attention is devoted to planning and designing, managing, monitoring and evaluation of results. The study shows a positive attitude towards further training and education of the tourist farm owners, as well as their family members. For all three regions Škofjeloška, Kranjska and the rest of Gorenjska we find out that no matter how poor the educational structure of the majority of the population is, they are progressing well and have something to offer to the consumer. It is characteristic of Škofjeloška in Kranjska region that they offer modest tourist facilities, which means an additional opportunity for tourist farms for development and thereby preserving the rural population. Concluding thought. Organizing of education and training in the studied environment is necessary and highly desirable. In the region there are different providers and different products, which certainly need additional knowledge and information.

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DEVELOPING PROJECT COMPETENCES OF SOCIAL GERONTOLOGISTS AS A RESPONSE TO NEEDS OF TIME

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Abstract
We live in a time that is marked by the only certainty, changes. That is so in the field of education as well, with introduction of modern teaching approaches. We are witnessing a social and economic crisis. The way to welfare is possible only with a social participative role of each and every one of us, as with innovative solution we all will be co-creators of a new social and economic reality, based on knowledge, intellectual capital, and creativity. New age demands new culture of education and search of new educational resources. The study of social gerontology emphasizes the development of all the key vocational competences, which empower the students of all study levels for an in-depth professional and scientific project work. The study shows, that only a few among the undergraduate students and just slightly more of the post-graduate students have an actual experience of cooperation in a national or an international

project, even though the majority of the study participants wishes for such an experience. That presents as an opportunity for learning and team-work, realization of creative and innovative ideas, employment and search for financial sources, professional and scientific research in the field of social gerontology, and getting to know other institutions and examples of good practice. Are we facing a new epoch of project creation of social gerontologists?

Keywords: social gerontology, projects, competences, education, training

UVOD

U današnje doba je problem starenja stanovništva jedno od najvažnijih i aktualnih u društvu, jer je u Europi gotovo četiri puta više starih ljudi kao ih je bilo u djetinjstvu danas najstarijih Europljana. Tijekom sljedećih petnaest godina će se udio starih ljudi udvostručiti. Takva dugovječnost i tako velik udio starijeg stanovništva diktira potrebo, da se osigura uvjete kvalitetnog starenja, suživota generacija (Ramovš, 2003) i edukacije na području rada sa starim osobama. Udio starije populacije će u razdoblju 2010 - 2030 porasti za više od jedne trećine, u idućih 10 godina pa još za više od dva puta. Tijekom tog razdoblja će se udio ljudi starijih od 80 godina povećati za 57 %. Ako uzmemo u obzir, da je u posljednjih nekoliko godina u Europi broj samačkih kućanstava poraslo za 50 % (zbog toga obiteljske društvene mreže pogotovo otpadu), nužno je pronaći način kako kontinuirano pomoći starijim osobama (Strategija varstva starejših do leta 2010, 2006). Globalizacija je obilježila našu povijest. Promjene, uzrokovane zbog globalizacije, mijenjaju demografsku strukturu. Demografska statistika bilježi pad nataliteta u Europi. 2050. godine će živjeti na našem planetu 8,8 milijarde ljudi (Europljana 100 milijuna manje nego 2000 godine), više od polovine žena u dobi do 32 godina ne namjeravaju imati djecu, jer one daju prednost svojim karijerama. Izumiranje bijele rase će imati demografski utjecaj, usporediv sa kugom u 14. stoljeću, koja je za trećinu smanjila europsku populaciju. Europa će već u 2025. godini imati velik deficit intelektualaca, koji će vjerojatno doći iz drugih cjelina (Ovsenik, 2011). Stari životni dob i starenje je u Sloveniji još uvijek tabu tema (Trstenjak, 1998). Ovsenikova (2011) definira starenje kao intimno, osobno pitanje, zbog toga je potrebno procese starenju istraživati na pedagoškoj, stručnoj i znanstvenoj razini. Potreba za obrazovanjem za rad sa starim osobama, kao sa najvećom populacijom stanovništva, se identificira kao imanentna potreba svakog društva. Slovenija, čije stanovništvo je među najstarijima u Europi, treba to pitanje riješiti na odgovarajući pedagoški, znanstveni i stručni razini. To je bio glavni imperativ za stvaranje obrazovnih programa na svim trima razinama studija Socijalne gerontologije - na dodiplomskoj, magistarskoj i doktorskoj razini. Prvu priliku za holističko istraživanja i obrazovanje za rad sa starim osobama u Sloveniji omogućava studijski program Socijalne gerontologije na Alma Mater Europaea - Europski centar, Maribor. Program odgovora na širok spektar pitanja o starenju sa podizanjem svijesti o važnosti razumijevanja starosti u cijeloj „rijeci života“, razumijevanja problematike starenja, obrazuje studente sa kreativnima i inovativnima metodama i tehnikama kvalitetnog rada sa starim osobama. Osnovni cilj obrazovnog programa Socijalne gerontologije je studentima omogućiti internacionalizaciju temeljnih elementa (slov. gradnikov) moderne paradigme kreativne usluge, kvalitetne skrbi za stare ljudi i pružanja prijenosa znanja i vještina, koje će im pružiti širok spektar kompetencija potrebnih za upravljanje procesima u skrbi za staro populaciju (Ovsenik, 2011). Ovsenikova (2013) napomena, da se otvaramo globalnog okolini, a pri tome zanemarimo važnost transnacionalnih okruženja, koja bi trebala sačuvati identitet malih naroda. Globalni sustavi uništavaju društvene temelje, vodi ih nezaustavljivi tijek globalizacijskih procesa, u kojima se otvaraju mogućnosti i izazovi za ljudske resurse sa znanjem i zatvaraju mogućnosti za sve ostale bez znanja. Očito se tehnološko industrijska era privodi kraju, smo na rubu vrtloga nove ere - ere znanja i kreativnog razvoja. Pričamo o kreativnom društvu, znanju i ljudskom kapitalu. Dinamika nove ere znanja i tehnologije, koja se je u posljednjih tri stotine godina razvila vrlo brzo, biti će još intenzivnija. Nova era obećava svu širinu i dubinu razvoja. A pri tome ne govorimo o drugoj revoluciji (Kaku, 2012).

Svjedoci smo turbulentnim vremenima, rasjedi vremena, kojih dužina trajanja je nepoznata. Era znanja - od Newtona nadalje - bila je usmjerena u promatranje. Nova era će se održati u nastojanjima znanstvenika 21. stoljeća, da ćemo biti kroz znanost i tehnologiju sposobni upotrijebiti znanje tako, da nećemo biti samo pasivni promatrači, nego aktivni koreografi materijalnog životnog i intelektualnog potencijala (Ovsenik, 2013). Razvite okoline imao koncentraciju znanja. Istraživačko-razvojni rad u razvijenom okruženju uključuje 93 % istraživačkih i razvojnih radnika, za njihov rad potroše 97,4 % sredstava namijenjenih za istraživački rad i proizvode 99 % znanstveno tehničkih informacija. Oni vode bitku sa znanjem i kreirao smjer razvoja. Tvrdimo, da je društvo informatike društvo obrazovane mase. Ako to nije, ukliza u neokolonijalizam (Ovsenik, 2013). Ovsenikova (2013) napominje, da se uspjeh sastoji od najboljih odluka, koje su donesene na temelju iskustva i znanja, isprepletene životnim lekcijama. Iskustva su konstitutivni elementi (slov. gradniki) budućnosti, koja različite mogućnosti i prilike uz svjesnost i predanost identificiraju kao kreativni izazov. Dakle, čovjek nije determiniran isključivo sa promjenom. Determiniran je sa odlukama, kako se odaziva na promjenu. Odluke donosi na temelju svojih uvjerenja u ono što je i što nije u mogućnosti napraviti, u koju akciju usuđuje ući, koju odgovornost usuđuje preuzeti ...Živimo u vremenu, u kojem nam trebaju inspiracije, novi izvori nade, treba nam poticaj. Čak i orao, kada prvi put rastvori krila i poleti, riskira svrgavanje. Svaki put, kada ulazimo u novo iskustvo, riskiramo. Važan je ulazak u novu iskustvo sa jasnom vizijom, koja temelji na kreativnim idejama, usmjerenim u cilj. Za kreativnost potrebna je hrabrost, pozitivne emocije koje nas motiviraju i su potrebne za poticanje ciljeva (Ovsenik, 2013). „Najveća mudrost je pobijediti današnji dan, iako nas uvijek ne razumu“, je zapisao Konfucij. Shaw (2013) je napisao: "Razuman čovjek prilagođava svijet. Nerazuman pokušava prilagoditi svijet sebi. Napredak temelji na nerazumnom, slobodnom

čovjeku, koji se je sposoban identificirati sa vlastitim egom, koji je sposoban letjeti ... ". Učeća se organizacija prema Ovsenik (2013), koja se u našim sredinama uspostavlja danas, u razvijenom svijetu je poznata već u prošlosti, predstavlja visoku razinu konkurentske oštrine i progresivne samo-promjene. To zahtijeva reflektirajuće zaposlenike, stvaralačku snagu i kontinuirani razvoj naših zaposlenika. Razvoj znači i obrazovanje, u našoj zemlji se broj studenata nakon ulaska u radno okruženje smanjuje. Međutim govorimo o cjeloživotnom učenju. Ako je radno okruženje naglašavalo produktivnost, učeća se okolina naglašava znanje i zalaganje za kvalitetu i izvrsnost. Trend razvoja pokazuje smjer mislenog okoliša, kojeg definira kreativnost i inovativnost (Maxwell, 2003). Najkreativniji već postavljaju temelje informiranom okolišu budućnosti, kojeg determinira intuitivnost i visoka razina životne energije. Društvo učeće se organizacije nudi kreativnu perspektivu, intelektualni kapital će dobiti u novoj okolini novu ulogu. Postao bi imperativ kreativnosti i vrjednota organizacije (Ovsenik, 2013). Po definiciji je znanje uvijek staro ... Ako u znanje nisu uključeni kreativni procesi pojedinca, tako znanje u budućnosti nema vrijednosti. Dakle, znanju dodamo svoju kreativnu komponentu. U novoj organizaciji sa motivacijskom klimom dolazimo do izvornih znanja, koje omogućavaju konkurentsku prednost i cjelovitu poslovnu izvrsnost. Trebamo novu organizaciju, nove menadžere i novu vođenje. Treba nam kreativna procvjeta (Ovsenik, 2013). Različite stručne i znanstvene institucije na području skrbi za starije osobe u Sloveniji nalaze, da je potrebno u budućnosti više pozornosti usmjeriti u povećanje kompetencija zaposlenika na području upravljanja projektima (projektnog menadžmenta). Slovenski istraživači i stručnjaci na području socijalne gerontologije trebaju se zbog utjecaja globalizacije i potrebe za međunarodnom suradnjom intenzivnije povezivati sa sfero stranih socijalnih gerontolozi, sa sfero stranih znanstvenika različitih profila na području skrbi o starijim osobama i različitima stranima istraživačkima institucijama. Nacionalno i međunarodno projektno umrežavanje na području socijalne gerontologije danas nije samo potreba, više od toga, nužno je za optimalni razvoj i uspjeh.

TEORIJSKA ISHODIŠTA

Projekt

Projekt je skup aktivnosti koje moraju biti provedene logično, kako bi moglo doći do rezultata, koji je unaprijed određen od strane korisnika. Upravljanje projektima važne su znanje i vještine sudionika, ako i tehnologije. Svi resursi u projektu moraju biti organizirani na originalan način, sa ograničenim troškovima i vremenom, specifikacije projekta definirani su kvantitativnim i kvalitativnim ciljeva (Burke, 1999). Projekt je skup aktivnosti i zadataka koje podliježu krajnjim ciljem i definiran je posebnim karakteristikama koji su početak i kraj, potreba za obavljanje sredstava i ograničeni financijski resursi (Kerzner, 1992).

Projektni menadžment

Projektni menadžment je koncept vođenja, gdje se za trajanje projekta uredi središnja odgovornost za projekt, koji je na odgovarajući način institucionaliziran i organiziran u oblik projektne organizacije. Upravljanje i vođenje projekata je problem i umjetnost kako provesti projekt uz sudjelovanje sudionika u ugovorenom roku, s određenim sredstvima za proizvodnju i željenim efektom (Hauc, 2002). Projektni menadžment je također filozofija, način razmišljanja i djelovanja, koji moraju biti uključeni u vođenje i upravljanje cjelokupne organizacije kako bi se ostvarili ciljevi i strategija organizacije (Kerzner, 1992). Upravljanje projektima ovisi od članova projektnog tima i njihove uspješne interakcije (DeLucia, 1999). Važan element upravljanja projektima je motivirati sudionike (Burke, 1999). Projektni menadžment je određuje pet procesa: početak, planiranje, implementacija, kontrola i zatvaranje projekta (Baker, 2000). Sadržava četiri osnovne procesne funkcije: planiranje, organizaciju, provođenje te kontrolu. Planiranje definira sve aktivnosti u sklopu projekta, njihov odnos, trajanje projekta, troškove projekta i resurse. Kod organizacije se određuje grupe i pojedinci odgovorni za izvršenje aktivnosti. Tu su značajni odnosi između sudionika u projektu. Provođenje uključuje smjernice članova projektnog tima. Kontrola se odnosi na aktivnosti projekta, u kojem se poduzimaju korekcije akcije kad to situacija zahtjeva (Rozman, Kovač i Koletnik, 1993). Promicanje obrazovanja za potporu upravljanja projektima vlada može ponuditi razvoj struke projektnog menadžmenta (Žurga, 2004).

Kompetencije projektnog menadžera

Projektni menadžer biti mora usmjeren rezultatima, fokusiran na dugoročne ciljeve i kvalitetu (Gillard i Price, 2005).
Young (2007) napominje, da projektni menadžer mora biti u stanju pravilno odabrati članove tima s odgovarajućim vještinama, imati sposobnost prepoznati i razumjeti osobnost članova tima, koordinirati aktivnosti ciljeva projekta osobnim ciljevima članova tima, stvarati pravi osjećaj odgovornosti u timu, uspostaviti međusobno povezivanje članova tima i predanosti projektu, identificirati i upravljati rizicima, objasniti odluke i učinkovito informirati javnost o napretku projekta, kontrolirati troškove, upravljati projektni tim, koordinirati i upravljati izvođače, dobavljače i konzultante, te razumjeti stvarne potrebe konačnih korisnika. Drucker (2004) kao glavne kompetencije projektnog menadžera pokazuje učinkovitost u donošenju odluka, komunikacijske vještine, odgovarajuće korištenje kontrole i pravilno korištenje analitičkih alata. Da se projektni menadžer može ispravno odlučiti, mora imati prave informacije. Važne kompetencije projektnog menadžera su i analitičke i komunikacijske vještine (Brill, Bishop i Walker 2006). Projektni menadžer mora biti u stanju planirati, motivirati, organizirati, razmišljati strateški i biti entuzijastički (Brophy i Kelly, 2002). Projektni menadžer odgovoran je za cjelokupni uspjeh projekta, u skladu s troškovima i zahtjevima kakvoće. Biti mora u stanju

prepoznati problem i poduzeti odgovarajuće mjere za rješavanje. Projektni menadžer može dostići kompetencije kroz kombinaciju obrazovanja i znanja, vještine i iskustvo koje su razvijene tijekom rada na projektu (Mahmood, Hamidaddin i Shafiei, 2006). Različni projekti zahtijevaju različite kompetencije projektnog menađera (Cheetham i Chivers, 1996). Gilles i drugi (2006) zauzeli su među bihevioralne kompetencije projektnog menadžera upravljanje, odanost i motivaciju, samokontrolu, ustrajnost, opuštanje, otvorenost, kreativnost, orijentaciju rezultatima, performanse, konzultacije, sposobnost za rješavanje problema, pouzdanost i poštivanje vrijednosti i etike. Projektni menadžerji moraju znati članovim tima dodijeliti zadatke u skladu s njihovim sposobnostima (Hlaoittinum, Bonjour i Dulmet, 2010).

Kompetencije članova projektnog tima

Kompetencije projektnog tina definirane su kao nadležnosti članova projektnog tima, uz socijalno znanje i iskustvo tima, kako bi se stvorila ukupna slika cijelog projekta i kako bi se postigla sinergija, rješavanje problema i pružanje učenja u timovima. Također je važno znanje o metodama i tehnikama rada i razumijevanje tih kao sredstvo za olakšavanje komunikacije unutar tima (Žurga, 2004). Članovi projektnog tima trebaju biti osposobljeni za provedbu projektnih aktivnosti i imati za cilj razvijanje kompetencija i nagradu (Hlaoittinum, Bonjour i Dulmet, 2008). Projektni tim igra važnu ulogu u uspješnoj provedbi projekta. Članovi projektnog tima moraju biti iskusni s poznavanjem rada na projektima. Također moraju biti posvećeni projektu i timskom radu. Projektni tim sastoji se od projektnog menadžera, stalnih sudionika, privremenih sudionika, te administrativne i tehničke pomoći (Novak, 1990). U projektni tim treba uključiti sudionike s bogatim profesionalnim iskustvom i ekspertizu upravljanja projektima, koji poznaju metode i tehnike organizacije i pravila grupnog i timskog rada. Na složnije ili osjetljive aktivnosti, za koje u organizaciji nije dovoljno znanja, treba uključiti vanjskog stručnjaka (Solina, 1991).

Studenti i projekti

Uključivanjem studentova u projekte procijeni se dubina njihovog znanja, pogotovo sposobnost pisanja, koje studenti dobili tijekom obrazovnog procesa. Prilikom pisanja projekata dokazuje se izvornost studenata. Studentima rad na projektima važan je za budućnost i može stvoriti konkurentnu prednost (Ekwenze, 2011). Studenti moraju na projektima slijediti uputama za planiranje i izvršenje. Suprotno može doći do određene poteškoće u ostvarivanju ciljeva projekta. Inače, studenti vole raditi na projektima i im je dragocjeno iskustvo za budući rad (Livingstone i Lynch, 2000). Studenti su sudjelovanje u projektima procijenili korisne jer razvijaju nove vještine i specifične vještine, kao što su donošenje odluka, timska suradnja i komunikacijske vještine (Mills, 2003).

METODOLOGIJA

Istraživanje, čiji rezultati predstavljeni u ovom radu, temeljeno je na kvantitativnom pristupu. Za empirijski dio ovog rada o projektnom radu studenta socijalne gerontologije upotrjebljeni su podaci vlastitog istraživanja.

Tablica 1: Osnovni demografski podaci ispitanika socijalne gerontologije

	FREKVENCIJA	**UDIO**
SPOL	71	100,0
ženski	12	83,1
muški	59	16,9
STAROST (u godinama)	71	100,0
do 19	2	2,8
20 do 29	26	36,6
30 do 39	15	21,1
40 do 49	20	28,2
50 do 59	8	11,3
OBRAZOVANJE	71	100,0
visokošolsko	37	52,1
univerzitetno	7	9,9
magisterij	9	12,7
doktorat	18	25,3

Izvor: vlastiti

Proučavani uzorak namjerno izabranih ispitanika bio je sastavljen od 71 studenta socijalne gerontologije na Alma Mater Europaea, Evropski center Maribor, Slovenija. Uzorak predstavlja 41,3 postotak cijele populacije studenta socijalne gerontologije svih stupanja. Na elektronski upitnik je odgovorilo je 73 studenta. 2 ispitanika nisu završila sa ispunjavanjem upitnika te u analizu nisu bila uključena. Ispitanici bili su u starosti od 19 do 59 godina, i prosječnom starost od 34,7 godine. Većina ispitanika bila je ženskog spola (83,1 %), manjina muškog spola. 52,1 % ispitanika su preddiplomski visokoškolski studenti, 9,9 preddiplomski univerzitetni studenti, 12,7 % poslijediplomski magistarski studenti i 25,3 % poslijediplomski doktorski studenti. Kod provedbe istraživanja za dobivanje podataka bio je korišten elektronski upitnik sastavljen iz 17 pitanja. Prva tri pitanja odnosila su se na spol, starost i stupanj obrazovanja. U

drugom djelu upitnika bilo je 14 pitanja, koja su tretirala različita područja timskog rada; sudjelovanje u nacionalnim i međunarodnim projektima, projektno sudjelovanje u posljednje tri godine, znanje i obuka o projektnom radu i razlozi za sudjelovanje v projektima. U upitniku o projektnom radu studenta socijalne gerontologije obrađivano je sa ograničenim brojem varijabla, a koje unatoč tome daju uvid u obrađivanu problematiku. Istraživanje smo izveli u razdoblju od 15. do 19. svibnja 2014. Svim studentima socijalne gerontologije bila je poslana elektronska pošta sa vezom na elektronski upitnik na stranici EnKlikAnketa. S pomoću elektronskog upitnika osigurali smo anonimnost ispitanika. Sakupljeni podaci istraživanja bili su analizirani i predstavljeni su u nastavku ovog rada.

REZULTATI I DISKUSIJA

U nastavku rada predstavljeni su rezultati analize podataka o projektnom radu studenta socijalne gerontologije.

Sudjelovanje u projektima

Sudjelovanje u projektima nudi priliku za učenje i timski rad, provedbu kreativnih i inovativnih ideja, traženja posla i financijskih resursa, stručno i znanstveno istraživanje na području, upoznavanje stranih institucija i primjera dobre prakse. U Tablici 2 su predstavljeni rezultati o sudjelovanju ispitanika u nacionalnim i međunarodnim projektima a kod međunarodnih i vrsti projekta.

Tablica 2: Sudjelovanje studenta socijalne gerontologije u projektima

SUDJELOVANJE U PROJEKTIMA	**DA**	**UDIO**
nacionalnih	19	26,8
međunarodnih	17	23,9
- Evropski socijalni fond	5	7,0
- Doživotno učenje	11	15,5
- Obzorja	2	2,8
- Erasmus+	6	8,5
- Phare	2	2,8
- Drugo	3	4,2

Izvor: vlastiti

Iz analize podataka možemo zaključiti, da je manjina ispitanika sudjelovala na projektima, tako na nacionalnih i međunarodnih. U međunarodnim projektima najviše ispitanika sudjelovalo je u projektima Doživotnog učenja, Erasmus+ i Evropski socijalni fond. Neki ispitanici su sudjelovali u drugim projektima; Norveški fond, projekti ARRS.

Tablica 3: Sudjelovanje studenta socijalne gerontologije u projektima u zadnje tri godine

SUDELOVANJE U PROJEKTIMA U ZADNJE TRI GODINE	**NULA**	**JEDAN**	**DVA**	**TRI ILI VIŠE**
V koliko projektima ste sudjelovali?	46	13	7	5
	64,8 %	18,3 %	9,9 %	7,0 %
Koliko projekta ste prijavili?	59	5	4	3
	83,1 %	7,0 %	5,6 %	4,2 %
Koliko projekta, koje ste prijavili, je bilo odobrenih?	56	10	3	2
	78,9 %	14,1 %	4,2 %	2,8 %
Kolik puta ste bili u projektu na obrazovanju v inozemstvu?	66	2	3	0
	93,0 %	2,8 %	4,2 %	0,0 %
U koliko nacionalnih projekta na polju socijalne gerontologije ste sudjelovali?	60	11	0	0
	84,5 %	15,5 %	0,0 %	0,0 %
U koliko međunarodnih projekta na polju socijalne gerontologije ste sudjelovali?	66	3	1	1
	93,0 %	4,2 %	1,4 %	1,4 %

Izvor: vlastiti

Iz predstavljenih rezultata možemo utvrditi da većina ispitanika u zadnje tri godine nije sudjelovala u projektima i da nisu prijavili projekte. Sličan rezultat možemo utvrditi kod odobrenih projekta. Većina ispitanika nije bila na obrazovanju o projektnom radu u inozemstvu. Također većina ispitanika nije sudjelovala u nacionalnim i međunarodnim projektima na polju socijalne gerontologije.

Znanje i obuka o projektnom radu

Za uspješan projektni rad potrebno je prikladno i adekvatno znanje s projektnog rada, upravljanjem projektom i prijavu projekta. U Tablici 4 predstavljeni su podaci o znanju i obuki o projektnom radu.

Tablica 4: Znanje i obuka studenta socijalne gerontologije o projektnom radu

ZNANJE I OBUKA O PROJEKTNOM RADU	DA	UDIO
Imate dovoljno znanja za prijavu i vođenje projekta?	17	23,9
Jeste li primili obuku o projektnom upravljanju?	22	31,0
Dali bi prisustvovali na obrazovanju o projektnom upravljanju?	49	69,0
Dali bi željeli više dodatnog znanja za prijavu i vođenje projekta u okviru studija?	62	87,3

Izvor: vlastiti

Iz analize podataka možemo utvrditi, da ispitanici nemaju dovoljno znanja za prijavu i vođenje projekta i da nisu primili obuke za projektno upravljanje. Većina ispitanika bi prisustvovala na obrazovanju o projektnom upravljanju, a još više njih to bi željelo u okviru studija na socijalnoj gerontologiji.

Razlozi za sudjelovanje u projektima

Za uspješan projektni rad potrebna je prikladna motivacija za projektni rad. U tablici 5 su predstavljeni podaci o razlozima za sudjelovanje ispitanika u projektima.

Tablica 5: Razlozi studenta socijalne gerontologije za sudjelovanje u projektima

RAZLOZI ZA SUDJELOVANJE U PROJEKTIMA	FREKVENCIJA	UDIO
Projektni rad kao izazov	55	77,5
Mogućnost zapošljavanja u Sloveniji	39	54,9
Prilika za stručno i znanstveno istraživanje	34	47,9
Dodatni prihod	22	31,0
Mogućnost zapošljavanja u inozemstvu	20	28,2
Specijalizirana obuka u inozemstvu za određeno vrijeme	8	11,3
Drugo	1	1,4

Izvor: vlastiti

Iz analize podataka možemo zaključiti da većina ispitanika sudjelovanje u projektima vidi kao izazov. Približno polovina ispitanika sudjelovanje u projektima vidi kao mogućnost zapošljavanja u Sloveniji i priliku za stručno i znanstveno istraživanje. Skoro trećina ispitanika vidi sudjelovanje u projektima kako dodatni prihod i mogućnost zapošljavanja u inozemstvu.

ZAKLJUČCI

Živimo u doba znanja, u doba kreativnosti, u kojem se organizacije trebaju transformirati, da mogu kreativni ljudi slijediti novim prioritetima promjena na tržištu, presjeći globalnu konkurenciju i gdje je menadžer sposoban odgovoriti na izazove vremena – treba mu kompetentnost, povjerenje, fleksibilnost i jasni identitet. Put do rješenja tražimo u kreativnosti kao entiteti vrhunskog stvaranja, čak i u obliku jednostavnih, originalnih, jedinstvenih, maštovitih ideja. Na novi put ćemo stopiti uz kreativnost, gdje će vođa biti u mogućnosti probiti labirint nefleksibilnosti i slijediti jasnu viziju, koji će moći pobjeći tiraniji različitih razloga i da će, kao je i Salomon shvatio, jedina stvar koja vrijedi biti svijest o tome, da trebaš naprijed, da trebamo riskirati nove putove, krenuti na novi put, na put kreativnog života, koji ostaje izazov i pritisak budućnosti (Ovsenik, 2013). Ovsenikova (2013) tvrdi, da su humus kreativnosti dobri odnosi između suradnika i nadređenih. Cijenjene su kompetencije i kreativnosti, vrjednote su znatiželja, autonomna fleksibilnost, samopouzdanje i ambiciozna kreativnost. Takvo okruženje znači umrežavanje ideja na tehnološkoj i organizacijskoj razini. Znači inoviranje. A čak i ako je kreativnost generička potreba svakog (temelji na genskom nasljeđivanju, učenju i mentalni fleksibilnosti), za porast kreativnog erosa potrebna je kreativna klima, koja se odmiče od rutine i koje se manifestira kao originalno postignuće. Takva klima uzrokuje kreativno rješavanje problema. Studenti bi sa dodatnim i specifičnim izborom kompetencija projektnog menadžmenta uspješno upravljali projektima, obvladali organizacijske promjene i sa inovativnim projektnim pristupom tražili uspješna stručna, znanstvena i istraživačka rješenja. U središte je potrebno staviti osobni integritet socijalnog gerontologa, njegov ljudski i socijalni kapital. Sa obrazovanjem u projektnom menadžmentu razvijamo kompetencije, koje socijaliziraju i nude organizacijsku podršku socijalnom gerontologu u različitim nacionalnim i međunarodnim projektima. Tako kvalificiran socijalni gerontolog će pridonijeti ka transformaciji paradigme kvalitete rada sa starom populacijom i kvaliteti usluga tako na osobnoj razini kao i u orijentaciji na postizanju veće organizacijske izvrsnosti na području socijalne gerontologije.

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CREATING AND EVALUATING A QUESTIONNAIRE FOR SPECIFIC CAUSES OF PROFESSIONAL STRESS WITH SOCIAL WORKERS AND HEAD NURSES IN RETIREMENT HOMES WITHIN THE REPUBLIC OF SLOVENIA

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Abstract
The aim of the research was to determine specific causes of professional stress and the presence of professional burnout with social workers and head nurses in retirement homes within the Republic of Slovenia. This research included a 112 participants.Social workers and head nurses with a larger number of children have a lesser level of stress that originates from work organization and work overload, but they are therefore emotionally more exhausted. Workers with a long work experience in retirement homes have that much more personal accomplishment. The causes of stress that are based on the attributes of the residents and the caretakers are less stressful for head nurses than social workers. We notice a mid level professional burnout with participants in this case study. Considering that work of social workers and nurses often exposed to a large amount of overload and a very limited amount of resources witch would enable them to do their work in a satisfying manner it would be useful to seriously think about professional stress and professional burnout. This research empirically support suggestions of introduction of measures for reducing professional stress in consequently professional burnout which would bring about larger professional satisfaction. All this can influence the quality of care for residents and the development of retirement homes as institutions and also the future careers of social workers and head nurses and the profession of social work and nursing.

Keywords: specific causes of professional stress (SIPS), professional burnout (MIS), social workers, head nurses, retirement homes

Introduction

Because of changes in the age structure within the population it is necessary to give additional attention to the quality of life of the older population. For instance elderly people as a group are very sensitive due to specific causes of stress (retirement, reduced physical and psychological abilities, death od a partner, etc.). One of the possible causes of stress for older people is relocation, leaving behind ones physical, cultural and social environment. In addition to a problem of adjusting to a life in a retirement home such a move may bring about unhappiness and additional stress. A pleasant reception into a retirement home can also be facilitated by creating a good work environment for the caretakers and the residents.

It is clear that stress is an unavoidable part of our private and professional life in our day. We all experience it but it is very important how quickly we recognize it. Because of time constraints, short deadlines, overtime, lack of controle over the work we do, insensitivity of co-workers and superiors, overcrowding and demands of residents, professional responsibility we carry, it is becoming harder and harder to find balance between private and professional life. This could certainly be one of the explanations why there is an increase od psychosomatic illnesses among staff, depersonalization at work, etc. This is why we should not neglect to care for the emotional and mental health of the staff who facilitate meeting the social and medical needs of elderly residents by which they increase their quality of life.

Professional stress and professional burnout

Even though researchers do not agree around the definition of "professional stress", they do agree that there is stress related to work. Within "professional stress" we recognize a list of interdependent factors including: the influence of environmental causes of stress, influence of mitigating factors such as personal characteristics relating to individual's perception, adaptation to stress and support availability (Storey and Billingham, 2001). Professional stress is caused by stressors related to work and can be related to physical conditions of work, work organization, relationships among people, characteristics of work and characteristics of the client (Arambašić, 2000), or it can otherwise be defined as "a situation in which factors of work in combination with the actions of the worker change his or her psychological and physiological state to the point where it varies from the normal functioning" therefor "every characteristic of the work environment that presents a threat to an individual" (Škrinjar, 1996, p. 25,26).

Long term exposure to professional stress can definitely lead to professional burnout if the symptoms are not recognized in time. It is therefor essential to recognize the sources that lead to such a state of motivation in a worker or what is the cause of professional burnout.

Even though the concept of professional burnout at work as we know it today began in the 70's this does not mean that the problem all of a sudden arose at that time. The beginning of usage of the term "professional burnout" is not clear but it seems that it originates from a world of drugs where "burnout" ment a physical effect of chronic drug abuse. Counselors and therapists who worked with addicts borrowed this professional term to describe the addicts psychological decay and stress. This usage of the term "burnout" is found with clinical psychologist Herberta Freudenbergera (1974) and with social psychologist Christine Maslach who carried out research with workers in medical and social occupations researching how they cope with strong emotional causes of stress at work. During the interviews some of the workers described their psychological hardships as "burnout".

Professional burnout was at first an unstable term. There was no standards definition even though there was a wide range of opinions what professional burnout was and what could be done with it. But there was a consensus regarding three key aspects of experiencing burnout: exhaustion, depersonalization and diminished personal accomplishment. With activities connected to social work, the emotional demand of the work may exhaust the capability of a worker carrying for and meeting the needs of the client. Depersonalization is an attempt of establishing distance between oneself and a client. Outside the work environment within social work people who are exhausted and discouraged use cognitive distancing by developing a careless and cynical stand. Exhaustion and depersonalization diminish effectiveness. It is therefor difficult to create a filing of personal accomplishment if a person is exhausted or helping people towards who they feel nothing for. The first interviews of professional burnout were carried out in the USA and were latter on carried also carried out in other countries, but mostly in postindustrial ones (Maslach and others, 2001., 2008).

ACKNOWLEDGMENT OF PROFESSIONAL STRESS IN THE FIELD OF GERONTOLOGY TO DATE

Overall problems related to professional burnout and professional satisfaction are more thoroughly describe in human science literature from 25 to 30 years ago. With time the research of professional stress and professional satisfaction turned more towards specific population such as social workers who work in a field of gerontology, social workers in hospitals and workers who work in institutions of care. (Mackie, 2008).

Jenkins and Allen (1998) researched a connection between professional burnout and professional stress of workers and mutual functioning with a clients in retirement homes. Results show that workers who have higher level of personal accomplishment show a potentially larger amount of mutual functioning between workers and clients but the workers who are included in decision making regarding their work show substantially less negative mutual functioning on the same level. It is not confirmed that emotional exhaustion and depersonalization are connected with the amount and quality of mutual functioning between workers and clients.

There is a very well known fact that family member caretakers of elderly who live in their own home (specially dementia patients) are exposed to stress, overload, loss of psychological well-being and sometimes even experience typical psychopathology . Regardless of the large number of clients with diminished cognitive abilities in acute geriatric wards in retirement homes, little is known of the levels of stress and burnout among professional caretakers. There are many reasons for attention to professional burnout among caretakers which include missing work, change of employment, early retirement of professional caretakers and an increased change of occupation. Professional caretakers in the geriatric field are exposed to the risk of professional burnout due to the fact that working with elderly includes coping with serious diseases and death (Cocco and others, 2003; Cocco, 2010).

Rafnsdottira and others (2004) researched a connection between the organization of work in the field of geriatric care and factors connected to stress and burnout at work therefor exhaustion, mental overload, work satisfaction and communication. They analyzed the connection of this factors with the amount of visits of workers to their doctor's office within past 12 months due to various medical reasons. Results showed a high level of connection between mental exhaustion and unsatisfactory work organization. Mental exhaustion after the completion of a work shift is more connected to medical conditions than other studied factors connected to work. This is even more pronounced with chronic exhaustion, depression and hardship.
Research of effects of aggressive behaviour and assessment of personal effectiveness on professional burnout among retirement home staff shows that emotional exhaustion is connected to the amount of weekly work hours and physical and psychological abuse. Depersonalization is only connected to psychological abuse. Personal accomplishment has an effect on the assessment of personal effectiveness in coping with aggressive behaviour and amount of weekly work hours. Sex and age do not have a substantial impact on burnout. Regardless of the fact that young individuals in their first employments approach work with the elderly full of enthusiasm many of them suffer form the symptoms of professional burnout within the first few years. In many cases connection if found between staff satisfaction and the clients attitude. For instance aggressive behaviour of clients may have a negative impact on the staff satisfaction to the point were it can cause burnout at work. The level of burnout among staff at work is connected to the intensity or seriousness of clients behaviour. Employees engaged in work with aggressive clients have a larger level of burnout. This is why there is a

large possibility for caregivers developing negative feeling towards clients, isolating them and making it difficult for them to meet their basic psychological and social needs by mutual functioning (Evers and others, 2001).

METHODOLOGY

Aim:

The aim of this research is to confirm specific causes of professional stress and levels of professional burnout among social workers and head nurses in retirement homes within the Republic of Slovenia.

Research questions:

1. Determine the frequency of specific causes of professional stress and determine specific causes of professional stress among social workers and nurses in retirement homes in relation to their socio-demographic and professional characteristics (age, general work experience, work experience in the retirement home environment, number of children, supervision) and occupation.
2. Research the level of burnout at work among social workers and head nurses in retirement homes in relation to their socio-demographic and professional characteristics (age, general work experience, work experience in retirement home environment, number of children, supervision) and occupation.

Research procedure and data collection:

The information on retirement homes and names of social workers and head nurses were obtained through the Ministry of Labour, Family, Social Affairs and Equal Opportunities internet site (*Ministrstvo za delo, družino in socialne zadeve*) and retirement home internet sites on the bases of personal notes and list of retirement homes (*Seznam domov za starejše občane, Onkološki Inštitut Ljubljana)* and Community of social institutions (*Skupnost socialnih zavodov)* where the recommendation for the research was also obtained. Research was carried out between the end of February and beginning of March 2010. All participants received packages by mail including questionnaires, the explanation of the aim of research, recommendation for the research and envelope for returning questionnaires.

Case study:

112 head nurses and social workers who work in retirement homes within the Republic of Slovenia participated in this case study.

Evaluation

A) General questionnaire

The questionnaire includes 21 statements pertaining to socio-demographic and professional characteristics.

B) Specific causes of professional stress among social workers and head nurses in retirement homes questionnaire (SIPS)

For the needs of this research we used Specific causes of professional stress among social workers and head nurses in retirement homes questionnaire (SIPS).

For the needs of this research the SIPS questionnaire was created and adapted on the bases of Clarity of roles questionnaire (*Upitnik jasnoće uloga, Društvo za prihološku pomoć, 1996),* article and text form Causes of professional stress and burnout among caregivers *(Izvori profesionalnog stresa i sagorijevanja pomagača, Ajduković, D., 1996)* and interviews with target group experts.

Personal interviews were organized with social workers and head nurses in three separate retirement homes. During the interviews all questions of the specific causes of professional stress questionnaire were reviewed separately with each social worker and head nurse. Based on the interviews and suggestions of participants certain statements of specific causes of professional stress were added to the questionnaire and some taken out. The instrument contains 44 statements or 7 subscales by which work conditions were measured (10 statements), relationships within organization (9 statements), work organization (8 statements), relationships with superiors (4 statements), characteristics of clients (6 statements), type of caregiving (6 statements) and clarity of roles (1 statement).

The subscales in the instrument are measured by four predetermined answers Likert's type scale: 1) not present at all, 2) rarely present, 3) often present, 4) always present.

The questionnaire uses the term client (a person living in a retirement home), and a term potential client (a person waiting to be admitted into a retirement home).

Larger result values refers to a larger intensity of specific causes of professional stress.

Reliability of the questionnaire is expressed by "Cronbach alfa coefficient" which in the case of the specific causes of professional stress among social workers and nurses (SIPS) amounts to 0.939.

C) Maslach burnout inventory (MBI)

For the purpose of determining professional burnout a translation of Maslach burnout inventory was used. MBI is an internationally accepted instrument containing three aspects or subscales: emotional exhaustion (9 statements), depersonalization (5 statements) and personal accomplishment (8 statements).

Instrument contains 22 statements by which participants can rate a frequency of feelings related to work on a scale from 0 to 6: 0) never, 1) a few times a week, 2) once a month or less, 3) a few times a month, 4) once a week, 5) a few times a week, 6) every day.
Maslach burnout inventory at work (MBI) in a precise tool for measuring burnout which organizations and researchers use for evaluating how workers experience their job.
A higher score means a larger frequency of determined behaviour or feelings related to work. Norms of evaluating levels of burnout are: 0 - 16 means low emotional exhaustion , 17 - 27 means moderate emotional exhaustion, 28 and up is a high level of emotional exhaustion. Depersonalization is rated as low from 0 to 5, moderate depersonalization 6 - 10 and high depersonalization 11 and up. Low personal accomplishment is rated at 37 and up, moderate personal accomplishment is rated at 30 - 36, a high personal accomplishment is rated at 0 - 29 (Maslach, Jackson and Leiter, 1996: 6).
Reliability is expressed by "Cronbach alfa coefficient" and amounts to 0.901 for emotional exhaustion, 0.676 for depersonalization and 0.693 for personal accomplishment.
Permission for the use of MBI inventory was acquired by purchasing the manual *„Maslach Burnout Inventory Manual"* directly from the owner of MBI inventory copyrights *CPP, Mountain View, California.*

Data processing

Collected data was processed during SPSS version 18.0. Alongside the descriptive statistic we used the following statistical analyses: T-tests for independent samples, Pearson's coefficient of corelation, regression analyses.

RESULTS AND DISCUSION

A 112 individuals participated in this study. Their average age being 42.3. Most of them married at 60.4 % and having 2 children (49.1 %). Average general work experience being 19.75 years, of that 10.69 years in retirement homes. 72.9 % of participants would like to be included in the program of supervision. The reason why most of them have not experienced supervision is due to the lack of financial backing (47.2 %), 25 % of them state their superiors claim supervision in not needed.

SPECIAL CAUSES OF PROFESSIONAL STRESS WITH SOCIAL WORKERS AND HEAD NURSES IN RETIREMENT HOMES

With the analysis of data of the questionnaire* specific causes of professional stress with social workers and nurses in retirement homes *we first determined four factors. The factors are named and basic statistical indicators such as the average, standard deviation and range of answers is calculated (table 1). The naming of factors was carried out on the bases of the variable analyses.

**** In the analyses of the results the term nurse is used for head nurses.***

Table 1.: Basic statistics of factors for specific causes of professional stress (SIPS)

Subscale	$\overline{x}$	SD	Range of answers
Causes of stress based on relationships within the organization	33.98	9.318	16 – 60
Causes of stress based on clients characteristics	24.96	5.586	13 – 39
Causes of stress based on caregivers characteristics	13.96	3.436	7 – 23
Causes of stress based on work organization and work overload	36.03	6.078	21 - 47

Head nurses and social workers assess that relationships within the organization are the lesser stressors but the largest cause of stress is connected to work organization and work overload. This confirmed that nurses and social workers are daily included in teamwork where there is little chance for decision making and making changes connected to the work organization.

Table 2. Specific causes of professional stress and socio-demographic and professional characteristics factor correlation (SIPS)

Socio-demographic and professional characteristic	Causes of stress based on relationships within the organization	Causes of stress based on clients characteristics	Causes of stress based on caregivers characteristics	Causes of stress based on work organization and work overload

Age	-0.045	-0.096	0.124	-0.083
Work experience	-0.053	-0.132	-0.177	-0.134
Work experience in a retirement home	0.089	-0.068	0.063	-0.080
Number of children	-0.008	-0.116	-0.068	-0.266**
Supervision	-0.030	0.081	-0.150	0.136

**correlation is significant by $p < .01$

We obtained statistically significantly low negative correlation between the number of children and the cause of stress connected to work organization and work overload. Therefor with social workers and head nurses with fewer or without children the causes of stress connected with work organization and work overload are larger which indicates that parenthood may be a protector from professional stress.

Table 3. Differences in factors with specific causes of professional stress in terms of occupation
Testing values of differences between factors of specific causes of professional stress in terms of interest by t-test for impartial samples

Subscale	$\overline{X}$ Nurses	SD Nurses	$\overline{X}$ Social workers	SD Social workers	t – test	p
Causes of stress based on relationships within the organization	-0.039	0.925	-0.007	0.976	-0.167	0.868
Causes of stress based on clients characteristics	-0.245	1.007	0.220	0.878	-2.498	**0.014**
Causes of stress based on caregivers characteristics	-0.561	0.794	0.374	0.777	-5.967	**0.000**
Causes of stress based on work organization and work overload	0.187	0.917	-0.099	0.922	1.557	0.123

Table 3 shows that there are differences with specific causes of professional stress in terms of occupation. For instance causes of stress connected to the characteristics of the client and causes of stress connected to the personal characteristics of the caregiver are less of a burden on leading nurses than they are on social workers. Therefor the obtained results indicate that professional stress comes from specifics or otherwise from the nature of work. Even though nurses and social workers work with the same individuals or clients the characteristics of a work they do are a predictor of professional stress.

If we look at the other specific causes of professional stress we see that with head nurses the causes of stress connected to work organization and work overload are the largest cause of stress while the smallest cause of stress is connected to the caregivers personal characteristics. With social workers we see that the largest cause of stress is connected to personal characteristics of the caregiver, the smallest cause of stress is connected to the work organization and work overload.

Collings i Murray (1996) list the strongest predictors for professional stress with social workers: planing and achieving work goals, inability to give answers to client's problems (not knowing what to council), work overload, supervision and grading, while Coyle and others (2005) list contradiction and unclarity of roles and fulfillment of obligations according to law. Factors connected to the rise of stress were the lack of personal achievement feelings, work overload and lack of feeling appreciated. Happell and other's (2003) research of professional stress among nurses showed an unpredictable choosing of staff, having nurses perform to many tasks that are not the responsibility, lack of time needed for offering emotional support to patients, not having enough time for concluding all nursing tasks and computer equipment mel-functioning. Death and dieing is the second most common cause of stress (death of a patient, no doctor present when a patient dies, watching a patient suffer, carrying out procedures that cause the patient pain and death of a patient with whom a personal relationship has been established). The rarest cause of stress was the lack of support of other staff and conflict with other nurses. Sveinsdottir and others (2006) add that to much work and insufficient council and communication, unsuitable response to effectiveness, insufficient resources of work and inability to "switch of from the situation once home".

MASLACH OCUPATION BURNOUT INVENTOR (MBI)

Table 4. Average and standard deviation subscale of MBI instrument with case study

Subscale	$\overline{X}$	SD	Range
Emotional exhaustion	20.13	10.275	2 - 49
Depersonalization	4.4	3.998	0 - 21
Personal accomplishment	34.35	6.239	20 - 47

With social workers and head nurses in retirement homes we find a moderate level of emotional exhaustion and personal accomplishment and a low level of depersonalization. With Maslach, Jackson and Leiter (1996) a moderate level of professional burnout is present with participants. Further more authors state the presence of a moderate level of emotional exhaustion, depersonalization and personal accomplishment with a case study done within the social work profession on American social workers (N = 1.538) and nurses (N = 104).

Ogresta and others state similar results on a case study done with psychiatry workers (2008): a moderate level of emotional exhaustion and depersonalization and a high level of personal accomplishment, where Jeleč (2006) with social workers in healthcare states: a low level of depersonalization and a moderate level of emotional exhaustion and personal accomplishment. Jeleč (2009) also states a moderate level of exhaustion and cynicism and a high level of professional effectiveness.

Table 5. The link between subscales of professional burnout (MBI) and socio-demographic and professional characteristics

Socio-demographic characteristics	Emotional exhaustion	Depersonalization	Personal accomplishment
Age	-0.062	-0.105	0.093
Work experience	-0.085	-0.129	0.086
Work experience in a retirement home	0.010	0.041	0.251*
Number of children	-0.195*	-0.063	-0.010
Supervision	-0.059	0.116	0.053

*correlation is significant by $p < .05$

Social workers and head nurses with less children show a higher level of emotion exhaustion. Social workers and head nurses with more work experience in retirement homes have a higher level of personal accomplishment. Therefor a larger amount of professional experience is a possible predictor of professional burnout, while parenthood may protect from burnout.
Stalker i Harvey (2002) as also Bekker and others (2005) state research in which younger individuals more often complain feeling professionally burned out and employees with children show a lesser level of burnout. Iordanou and others (2009) state statistically negative connection between the length of work experience and personal accomplishment while the personalization is positively connected with a length of work experience among social workers, head nurses, caregivers and family assistance caregivers who work with elderly individuals in their home. We need to emphasis that there is no conformation of connection between age and emotional exhaustion, depersonalization and personal accomplishment (professional burnout) which shows us that age is not a protector from professional burnout. Similar results were also obtained with social workers in healthcare (Jeleč, 2009)

Table 6. Testing for differences in professional burnout (MBI) based on occupation

Subscale	$\overline{X}$ Nurses	SD Nurses	$\overline{X}$ Social workers	SD Social workers	t- test	Relevance
Emotional exhaustion	20.43	10.977	19.78	9.815	0.322	0.748
Depersonalization	4.70	4.723	4.25	3.469	0.539	0.591
Personal accomplishment	33.95	6.793	34.52	5.864	-0.453	0.652

With social workers and head nurses we notice moderate level of emotional exhaustion, a low level of depersonalization and moderate level of personal accomplishment which confirms that in terms of accomplishment there is no difference in the level of professional burnout. The level of professional burnout within this research therefor confirms previous results regarding family (children) and the amount of work experience in retirement homes being a protectors from professional burnout.
According to Maslach and others (1996) there are no serious statistical differences in the level of professional burnout in terms of occupation. Also Ogresta and others (2008) did not find differences in the level of burnout among nurses, social workers and psychiatrists in their research. Jenkins and Elliot (2003) also did not find differences in the level of burnout among nurses and caregivers in adult hospital wards for mental health. Jenaro and others (2007) in their research with various employees within social work could not confirm differences in the level of professional burnout.

CONCLUSION

In terms of results we can suggest the following improvements for reducing professional stress:
a) Better and more systematic organization of work and including employees into the process of decision making regarding work organization and delegating tasks.
b) Encouraging innovation of social workers and head nurses in their work with clients.
c) Cooperation of Social Chamber of Slovenia (*Socialna zbornica Slovenije)* and Nurses and Midwives Association of Slovenia (*Zbornica zdravstvene in babiške nege Slovenije)* in organizing education and seminars on the topic of specific needs and communication with elderly individuals and family members where nurses and social workers could work together and thus had a chance of learning and working together in resolving specific problems in their daily work. Further more this would facilitate the possibility of exposure for "examples of good practice" and possibility of developing social capacities in for work with the elderly .
d) Organizing workshops on the topic of reducing professional stress.
e) Regarding the causes of stress connected to characteristics of a client there needs to be an increase of awareness in the general community about acceptable expectations from social workers and leading nurses in retirement homes.
f) In regards of the causes of stress connected to the characteristics of the caregiver there needs to be a continuing facilitation of care for personal and professional development of social workers and head nurses and "strengthening" of their professional skills.
g) Informing the retirement home directors, social workers and head nurses of the meaning of supervision as an unavoidable professional help and support, especially due to the unique nature of work and needs of the clients in retirement homes. Introducing regular supervisions in retirement homes would enable workers to have feedback over their work and possibility of improvements in mutual relations within the organization.
For future research and overview of status in retirement homes it would be useful to apply the same instruments with all employees in rest homes and thus get an insight into which occupations are most exposed to professional stress and professional burnout. This could help with creating future guidelines for needs of employees in retirement homes and care for their mental health. This could bring about larger satisfaction at work and consequently larger satisfaction of clients and quality of service.
Considering that there is no difference with socio-demographic and professional characteristics and considering the level of burnout at work we can conclude that a poor work climate and ineffective forms of work are passed from older to younger generations employed in retirement homes. Thus young age, experience with supervision and length of work experience are not a guarantee for low level of burnout at work. It is therefor :
a) essential to achieve better and healthier work environment which consequently facilitates a better quality of work with clients.
b) important to help co-workers have inside into the level of burnout they are experiencing and how to lower it or otherwise improve resources they consider important.
c) Important to prepare long term and thought through strategies of prevention for reducing professional stress because it can not be immediately removed by changing the work conditions, relationships within the organization or towards superiors but has to be a consistent change of situations and organizational factors within retirement homes. It is a well known fact it is easier to change an individual than to change an entire organization due to its complexity, the need of high levels of co-operation, investments of time, money and effort.

Theoretical and scientific contribution of research
Theoretical contribution of this research is shown in the conformation of theories of specific causes of professional stress with which we can explain each individual aspect of burnout. Scientific contribution of this research is shown in *Creating and evaluating a questionnaire for specific causes of professional stress with social workers and head nurses in retirement homes (SIPS)* which represents the only questionnaire of its type in the region and which at the same time encompasses various specific causes of professional stress.

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LIFELONG LEARNING STATISTICS OF ELDERLY PEOPLE IN SLOVENIA

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Abstract
The main purpose of this research is to identify the cornerstones of the optimal model of lifelong learning statistics in Slovenia, which will directly contribute to the development of specific and generic competences of learners at all levels of education and thus also to the quality of lifelong learning in the field of statistics in Slovenia. The main aim of the research is to define the basic starting points for the analysis of the system of lifelong learning statistics in Slovenia and to compare them with the starting points for education of statistics in the international environment. The aim of the research is to develop the theoretical concept of lifelong learning statistics in Slovenia on theoretical principles and identified cornerstones in the case study. The case study of five interviewees was used as a method in our research. Data were collected via semi-structured interviews. With case study approach, we identified five cornerstones of the optimal model of lifelong learning statistics as follows: inclusion, competence, usefulness, comparability and innovation.

Keywords: older people, lifelong learning, education, statistics, Slovenia

UVOD

Osnovna svrha ovog istraživanja je identificiranje elemenata optimalnog modela cjeloživotnog učenja u Sloveniji, koji će izravno doprinijeti razvoju specifičnih i općih kompetencija svih uključenih u obrazovanje na svim razinama, a time i na kvalitetu cjeloživotnog učenja na području statistike u Sloveniji. Osnovni cilj istraživanja je definiranje temeljnog polazišta za analizu sustava cjeloživotnog učenja za statistiku u Sloveniji i usporediti ih sa polazištima za obrazovanje u statistici u međunarodnom prostoru. Cilj istraživanja je na osnovu teorijskih polazišta i identificiranih elemenata na studiji slučaja formirati teorijski koncept cjeloživotnog učenja statistike na slovenskom području. U anketi je korištena metoda studija slučaja na pet ispitanih osoba ženskog spola. Podaci su prikupljeni iz pitanja polustrukturiranog tipa intervjua. Društvo se neprestano mijenja. A s njim također tradicionalna razmišljanja i institucije, koje ga podržavaju. Ideja obrazovanja, koja obuhvaća strukturirani prijenos znanja unutar formalne institucije, povlači se od šireg razumijevanja učenja, koji se izvodi na različitim mjestima. Pomak od obrazovanja do učenja je značajan. Pomak prema cjeloživotnom učenju već izvode u samim školama, u kojima postoji sve više mogućnosti za učenje izvan učionice. Granice između škole i vanjskog svijeta više ne postoje, ne samo zbog kibernetičkog prostora, nego i samog fizičkog svijeta (Giddens, 2007, str. 523). Razvojno didaktičke i organizacijske promjene u slovenskom obrazovanju u posljednja dva desetljeća određuje reformu nastavnog plana i programa. Na području formalnog učenja i obrazovanja, gdje je sadržaj statistike integriran u nastavni plan i program, promjene su se izvodile u vise faza sve od osnovnih škola, srednjih škola, pa do visokog obrazovanja. Moramo razjasniti, da se obrazovanje statistike u osnovnoj i srednjoj školi, ponekad i na stupnju visokog obrazovanja, izvodi u procesu učenja matematike, tako da ćemo ponekad, gdje će biti to potrebno zbog kompleksnosti razumijevanja, upotrijebiti i pojam statistika i pojam matematika. Potpuno drugačije je na području neformalnog učenja statistike (i matematike), koje bi bilo organizirano na institucionalnoj razini. Ustanavljamo potpuni izostanak mogućnosti takvog obrazovanje odnosno podučavanja u slovenskom prostoru. Razmišljanja slovenske obrazovane sredine pokazuje, da pojedinci – pogotovo starije osobe - nakon formalnog obrazovanja više nemaju odgovarajuću ponudu za formalno I neformalno učenje statistike (i matematike). Potrebna je paradigma školske

doktrinizacije - od "školske" matematike do "primijenjene matematike" i "teške" statistike do "pojednostavljene" statistike - preko cijelog života. Cjeloživotno učenje je uobičajena formula, u okviru koje se mogu spojiti sve vrste učenja i obrazovanja. Kvalitetno obrazovanje koje temelji na osnovu cjeloživotnog obrazovanja i koji prelazi izvan tradicionalnih razlika između početnog i kontinuiranog obrazovanja, povezuje se sa principom društva, koje uči, u kojem sve čini učenje i cjeloviti razvoj talenata pojedinca (Devjak, Vogrinc, 2006, str . 149). Stručna javnost se slaže, da je znanje o statistici odnosno šira obrada podataka važno za aktivnosti unutar matematike, kao i u kontekstu drugih predmeta, u svakodnevnom i profesionalnom životu. Važno je, da sadržaju statistike dajemo odgovarajuću težinu i da su aktivnosti vezane za rad s podacima i empirijskim istraživanjima, odgovarajuće izvedene (Magajna, Žakelj, 1999).
Neka međunarodna istraživanja u posljednja dva desetljeća su istaknula, da imaju naši učenici i studenti nedostatak znanja kod obrade podataka i rješavanja različitih matematičkih problema (Magajna, 2002; Čotić, Felda, Kozel, 2004).
Uvođenje sadržaja skupa obrade podataka u procesu reforme nastavnih programa u osnovnim i srednjim školama, bio je u središtu velikog protivljenja rada nastavnika i rada stručne javnosti (Magajna, 2002, str.164). Entiteta kvalitete nastave statistike (i matematike) je paradigma nastavnim pristupima. Učenike obrazovanja u svjetlu cjeloživotnog učenja statistike potrebno je opunomoćiti sa kompetencijama empirijskog istraživanja. Društvo znanja odgoju i obrazovanju pripisuju posebnu važnost, jer znanje dobiva ulogu pozicijskog dobra, koji opredjeljuje poziciju pojedinaca u društvu i izravno je povezan sa društvenom moću. Koncept znanja sve više zamjenjuje koncept kompetencije. U prvi plan sve više ulazi sposobnost stjecanja i strukturiranja informacija. Upućuje na mogućnost, da je znanje stečeno kroz neformalno učenje, izjednačeno sa statusom formalno stečenog znanja (Gajgar, Fire Matijašić, 2008). U društvu znanja i integracije i aktivnog sudjelovanja samo dobro poznavanje društvenih promjena i spremnost na obrazovanje i mogućnost za cjeloživotno učenje dovode do svijesti i prihvaćanja odgovornosti za svoje ponašanje, do stalne samoregulacije, nadgledanja promjena, do kvalitetnijeg znanja, prikladnijeg postupanja, osobne rasti i zajedničkog života. (Devjak, Voginc, 2006, str. 162). Obrazovanje je danas postao privilegij određenih društveni slojeva. Na produljenje mladosti utječe konkurencija za karijeru I titule, nagrade i certifikate (Grcić, Kobolt, 2008). Kakvu ulogu imaju tu starije osobe?
Osnovno istraživačko pitanje u studiji slučaja odnosi se na razmišljanje o obrazovnom okruženju u Sloveniji, o ponudi programa učenja statistike kod starijih osoba nakon formalnog obrazovanja. Potrebne su promijene. Potrebno je utvrditi elemente optimalnog modela cjeloživotnog učenja u Sloveniji za primjer statistike. U studiji slučaja identificiramo samo neke od elemenata.

CJELOŽIVOTNO UČENJE STATISTIKE STARIJIH OSOBA

Svjetsko stanovništvo stari. Udio starijih osoba u dobi iznad 65 godina ubrzano raste u svim razvijenim društvima. Retrospektivno i intuitivno gledano, način života i zabave starijih osoba u različitim vremenskim razdobljima i društvenim sustavima znatno se razlikuju. Potrebno je razumjeti paradigmu slobodnog vrjemena starijih ljudi. Parcijalni pristup u organizaciji slobodnog vremena odavno je pokopao prašinu povijesti. Znanost se suočava sa novim izazovima holističkog planiranja, organiziranja i izvođenja aktivnosti u slobodno vrijeme starije populacije, među koje se uvrštava i obrazovanje.
Michael J. i Sara F. Leitner (2012, str. 3) definiraju slobodno vrijeme, kao slobodno i bez obaveza, kao vrijeme, kad ne obavljamo funkciju za održavanje života i ostalih obveznih aktivnosti. Svi starimo i moramo biti spremni nositi se s promjenama u starosti i kod organizacije slobodnog vremena. Kvalitetno slobodno vrijeme u starosti i aktivno uključivanje starijih osoba u slobodne aktivnosti ključni su čimbenici za visoku kvalitetu života u starijoj dobi.
Ljudske sposobnosti tijekom života opadanju, što se svakako primijeti u kreativnosti. Opadanje je naravno, povezano sa propadanjem stanica ali i od obeshrabrujuće okoline i smanjena kognitivne aktivnosti. Kod generalizacije moramo biti svjesni iznimaka, zato što neki pojedinci i dalje u starosti ostaju kreativni. Stariji ljudi imaju u posebnim uvjetima i okolnostima, smanjenu internalnu inhibiciju, osim što imaju bogata iskustva. Obje su potrebne za kreativne aktivnosti , za koje imaju sve uvjete ali im nedostaje motivacije i za kreativne aktivnosti nisu dovoljno (Pečjak, 2011).
Nova paradigma cjeloživotnog učenja naglašava ljudsku aktivnu sudjelovanje u društvu znanja i na tržištu rada. Cjeloživotno učenje posebnu važnost daje novim kompetencijama, među kojima su, na primjer digitalna pismenost, poznavanje stranih jezika i druge. Posebnu važnost u društvu dobivaju socijalne vještine za više samostalno, tolerantno i kooperativno ponašanje. Svaki od nas trebao bi imati generičku vještinu, što podrazumijeva sposobnost i spremnost za učenje - kako se učiti, prilagoditi, imati interes za nove informacije i sposobnost i spremnost za stjecanje novih vještina i biti u stanju prilagoditi se novim izazovima i situacijama (Devjak, Vogrinc, 2006).
Cjeloživotno učenje ima svoje korijene uglavnom u formalnom obrazovanju, u školama, gdje se rađaju obrazovne vrijednosti, gdje mladi ljudi imaju priliku steći vještine na stazama znanja, gdje se odgajaju buduće uspješne zrele odrasle osobe (Rebolj, 2008). Promijenjene društvene uvjete u vezi aktivnog cjeloživotno učenja pretpostavljaju, da će biti pojedinac u mogućnosti planirati proces učenja, pratiti se i voditi se u procesu učenja i evalvirati vlastiti procesa učenja, koji ima utjecaj na buduće planiranje učenja (Žakelj, 2007, str. 11). Integrirano učenje i podučavanje mora se više usredotočiti na jačanje kompetencija učenika. Ključne kompetencije za cjeloživotno učenje, definirane kao kombinacija znanja, vještine i odnosi, koji odgovaraju okolini, su: komuniciranje na materinjem jeziku, komuniciranje na stranim jezicima, matematične kompetencije i sposobnosti sa područja znanosti i tehnologije, digitalne pismenost, učiti kako učiti, socijalne i građanske kompetencije, samoinicijativnost i poduzetništvo, kulturna savjest i izražavanje. Važni

čimbenici u svim ključnim kompetencijama su: kritičko razmišljanje, kreativnost, inicijativa, rješavanje problema, procjena rizika, donošenje odluka, konstruktivni nadzor nad osjećaji (izvješće Europskog parlamenta i Vijeća Europske unije, 2006, u Žakelj, 2007, str 10). Posebnu pažnju ćemo sad obratiti području razvoja matematičkih sposobnosti, među kojima, su, naravno, i sposobnosti za empirijskim i statističkim istraživanjima.
Razvoj matematike je povezan sa gospodarskim i kulturnim razvojem društva u određenom vremenu, što je prouzrokovao razvoj trgovine, proizvodnje, građevinarstva, transporta, vojske ... I obrnuto, svako novo matematičko znanje je doprinijelo brzom razvoju mnogim industrija (Kubala, 2003, str. 26).
Statistika ima osim korisne i obrazovnu I odgojnu vrijednost, zato što nas uzgaja za kritičku prosudu i objektivno zaključivanje, kad moramo uzeti u obzir nekoliko mogućih načina djelovanja. Statističke metode nas upozoravaju na dimenzije i stupanj problema ili fenomena i omogućava pretpostavke o općih dispozicija (Komadina, 1998).
Paradigma ciljeva obrazovanja matematike i statistike, koji su prethodno bili orijentirani na stjecanje određenog sadržaja, danas se sve više dopunjuju sa procesnim znanjem ili sa znanjem, orijentiranim u traženje načina i strategija za rješavanje problema, koje su također korisne na drugim tematskim područjima. Svrha učenja matematičkih znanja nije samo njihova upotrjeba u kontekstu nastave matematike, nego i na drugim mjestima, na primjer kod učenja drugih vještina, u profesionalnoj djelatnosti ili u svakodnevnom životu. Međutim, korišteni matematički postupci i opći način matematičkog razmišljanja u različitim zanimanjima i u svakodnevnom životu su vrlo različite od onih, koje upoznajemo kod nastave matematike (Magajna, 2004, str. 261). Ulaganje u obrazovanje i osobnost pojedinca u društvu postaje sve veći faktor ugleda obitelji, a u isto vrijeme se povećava njihov trošak, uspjeh pojedinca u školi i izvan školskih aktivnosti predstavlja mjera njihove reputacije (Kobalt, 2010, str. 12). Iako je to još prije dva desetljeća bila praksa zapadnih europskih i američkih obitelji, sada je to i slovenska praksa. U formiranju programa cjeloživotnog učenja statistike, koji će uključivati stariju populaciju, suočili smo se sa ozbiljnim problemom, koje organizacijske, psihološke, didaktičke i druge relevantne čimbenike treba uzeti u obzir pri utvrđivanju optimalnog modela takvog učenja. Zato sa studijom slučaja želimo pridobiti više informacija od budućih sudjelovnika cjeloživotnog učenja, koje ćemo uzeti u obzir u potrazi za rješenjima. Kovačič (2011, str. 71) ističe, da je aktivno provođenje slobodnog vremena za stariju osobu postaje više medicinska, psihološka, fiziološka i emocionalna potrebe čovjeka. Organizirati je potrebno pristup, kako bi motivirali starije ljude za aktivno provođenje slobodnog vremena u smislu edukacije i kreativnosti. Preko toga se zadovoljavaju potrebe po ljudskim odnosima, u skladu sa novim znanjima i ponašanjem, kreativnosti, samospoznaje, blagostanja i sigurnosti. A starije osobe kao korisnici društveno - gerontoloških usluga žele, da se ih sluša i poštuje kao pojedince. Većina starijih želi imati barem neki izbor i kontrolu nad svojim odlukama (Kerr et.al., 2005) . Ako je u 20. stoljeću vrijeme nakon umirovljenja predstavljalo sinonim za slobodno vrijeme, danas je obrazovanje kao kognitivna aktivnost savršena prilika za kvaliteno provođenje slobodnog vrjemena za starije osobe i društveno umrežavanje (Jelenc Krašovec, Kump, 2006).
Studija Cjeloživotno učenje - obrazovanje starijih odraslih, autorica Kump i Jelenc Krašovec (2009, str 150), ističe, da je obrazovna politika za treću životnu dob (osim pojedinih programa) još uvijek loša i usmjerena uglavnom u aktivnosti u slobodno vrijeme i pomoć starijim odraslim osobama (npr., u potrazi za novim izvorima, prihodom, održavanju fizičkog zdravlja, pripremi za kraj života ...). U programe obrazovanja odraslih treba uključiti više kognitivnih i socijalnih ciljeva. Nizak stupanj participacije starijih osoba u obrazovanje u Sloveniji je posljedica prevladavajućih kulturnih uzorka.
Razmišljanje slovenske obrazovne sredine za treću životnu dob u svjetlu cjeloživotnog učenja pokazuje izostanak provedbe neformalnog učenja aplikativne statistike, koji bi poticala osobnu inicijativu pojedinca, izgradnju pozitivnog samopoštovanja, ojačala poticajno okruženje i pozitivan stav. Sve to koči kognitivno starenje pojedinca.
Prema podacima Andragoškog centra Slovenije u 2010 godini u različite oblike edukacije uključilo se samo oko 6 % osoba starijih od 65 godina. Musek (2004) ističe, da obrazovanje u pojedincu probudi znanje o njegovim sposobnostima, kad će se u životu susretati sa zahtjevom za novim znanjima. To nas čini kompetentne za stručne i životne zadatke.

METODOLOGIJA

U istraživanju smo koristili pristup kvalitativnog istraživanja. Mesec (1998, str. 26) sa pojmom kvalitativno istraživanje pokazuju istraživanje, kod kojeg sastavljaju osnovni empirijski materijal, prikupljen u istraživačkom procesu, verbalni opisi ili naracija, i u kojoj je materijal također obrađen i analiziran u riječima, bez upotrijebe postupka mjerenja, koji daju rezultate i bez operacija nad rezultatima. Kvalitativna istraživanja povezuju različite vrste istraživanja, poput studije slučaja, koje detaljno sustavno analiziramo i predstavimo pojedini slučaj - osoba, grupa, institucija, program, događaj itd. (Vogrinec, 2008, str. 45).
U prikupljanje empirijskih podataka, koristili smo polustrukturirani usmjereni intervju. Za analizu kvalitativnih materijala koristili smo analizu sadržaja.
Po Mescu (1998. , P. 103) i Vogrincu (2008, str. 61) izveli smo postupak analize u sljedećim koracima: uređenje materijala, opredjeljenje jedinice kodiranja, otvoreno kodiranje, izbor I definiranje relevantnih pojma I formiranje kategorija, definiranje kategorija, formiranje konačne teoretske formulacije.
U istraživanje smo uključili studiju pet primjera, tri osobe ženskog i dvije muškog spola .
Sugovornike smo pitali sljedeća pitanja u istraživačkom polustrukturiranem intervjuu:
1. Kako razumijete cjeloživotno učenja i obrazovanje?

2. Smatrate, da učenje statistike i mirovinu spada u okvir cjeloživotnog učenja?
3. Možete li mi reći zašto bi ste vi uključili u program cjeloživotnog učenja statistike?
4. Što je po vašem mišljenju treba uzeti u obzir pri formiranju programa učenja statistike za zastarije osobe ?

REZULTATI

U procesu analize smo prikupljeni materijal kodirali, sakupili i utvrdili relevantne pojmove i na kraju i kategorije. Na temelju toga formirali smo konačne nalaze. U nastavku je predstavljena analiza sadržaja.

Kategorija 1: Uključenost

- Ponuda programa: " ... odkad sam u mirovini, a ja sam sama, već četiri godine tražim neki tečaj ili radionicu o statistici u Litiji i Ljubljani ali ne mogu naći ništa pametno ... "
- Želja za učenjem : " ... od mlade dobi volim učiti i ići u školu ... " ; " ... imala sam sreću, da je moj otac vidio, da volim učiti i dozvolio, da sam otišla u gimnaziju, a zatim na fakultet ... " ; " ... Voljela bi ići na neki program i naučiti više o statistici ... "
- Osobna rast i zadovoljstvo: " ... Uvijek sam voljela fiziku i matematiku, i statistiku, kao i uvijek, još sam učila kod kuće ... " ; " ... Ako znate objasniti statistiku, fino je podučavati druge, jer tako i sam učiš ... "
- Pogodna komunikacija : " ... sad kad sam stara, treba mi više sporo objašnjenje ... " ; " ... Metodolog nam je uvijek na vježbama govorio, da je matematika jezik i da ju moramo prilagoditi situaciji u razredu ... "
- Odgovarajući savjet : " ... netko joj trebao dati savjet, što će se u programu učiti i koristiti ... " ; " ... piše disertaciju, I zamolila me, da zajedno izračunamo frekvenciju ... "
- Stereotipi o nemogućnosti učenja za starije: " ... u selu se smiju mojoj kolegici, zato što piše doktorat. Ona ima više od 70 godina. Bila je ravnateljica ... " ; " I mene bi čudno gledali, da bi znali, da hodam na statistiku ... " .
- Koncentracija procesa učenja za starije: " ... kad smo bili s mužem na putovanju na sjeveru ... tamo I stariji ljudi idu u školu, koje su za njih ... " ; " ...Matematika i statistika su unutar cjeloživotnog učenja ... " ;
-Stjecanje specifičnih kompetencija: " ...matematičar se lakše uči statistike ... " ; " ... To morate uzeti u obzir metode ... "
-Širenje društvenog umrežavanja: " ... od onoga što sam udovica, često sam ovdje sam i treba mi društvo ... " ; " ... Sa prijateljicom bi hodale još na satove statistike ... " ; " ... Možda sretnemo neku kolegicu učiteljicu ... " .

Kategorija 2: Upotrebljivost

- Integracija struke i prakse: " ... samo to bi trebalo biti sve zajedno korisno ... " ; " ... To bi se trebali naučiti teoriju, osim toga, bi trebali raditi više zadataka ... " ;
- Upotrjeba u različitim situacijama: " ... to bi mi koristilo kod instrukcija ..." ; " ... Mogla bi voditi troškove statistike ovdje u kući ... "
- Realizacija ideje: " ... Sanjala sam o svojoj privatnoj školi, gdje bi podučavala o svakodnevnim stvarima ... " ;
- Kognitivna vrijednost i interes: " ... ne bi toliko zaboravljala, da bi učila ... "

Kategorija 3: Kompetentnost

- Samostalni rad : " ... pri matematici i statistici moraš da znaš sam ... " ; " ... Mladi ljudi uzimaju instrukcije, nisu naviknuti na traženje rješenja ... " ;
- Timski rad : " ... na kraju tog statističkog programa mogli bismo zajedno napraviti analizu naših mirovina ... " ;
- Rješavanje problema : " ... učitelj i učenik zajedno rješavaju problem ... "
- Istraživanje : " ... ja , to mi je uvijek bio izazov, istraživanje ... " ; " ... Cjeloživotno učenje je ne samo učenje , također istražuje nova ... " ;
- Razvoj profesionalne etike : " ... ali trebaju biti pošteni prema nama starima, ako će nas podučavati ... " .

Kategorija 4: Inovativnost

- Karijerni razvoj starih: " ... Rekla sam kolegici, da mora završiti doktorat ... " ; " ... Zašto da ne bi bili uspješna u mirovini ... " ;
- Međugeneracijska pomoć mlađim: " ... mogli bi napraviti satova statistike za mlade i stare... ;
- Poduzetnička inicijativa : " ... mogla bi ići na satove statističke u Ljubljani, pa mi mogla preko društva organizirati još tečaj u Litiji ... " ;
- Lakše se je nositi sa promjenama i inovacijama : " ... samo ne znam kako bi se mogli vratiti statistici na računalu ... " ; " ... Ovaj novi grafički kalkulator nisam koristio, morao bi mi netko objasniti ... " .

Kategorija 5: Usporedivost

- Suvremeni pristupi podučavanja: " ... cjeloživotno učenje je u inozemstvu odavno više prisutno u školama ... " ; " ... Nas stare je potrebno učiti na neki drugi način ... " ;
-Povećanje ugleda : "... kolegice bi me drugačije gledale, da bi im ja pomogla kod statistike ...";
- Usporedivost znanja s ostalim stručnjacima: " ... mi, matematici, smo se uvijek borili sa praktičari u školi ... " ;
- Obavljanje svojih poslova: " ... ja bi još podučavala samo radije stare nego mlade ... " ;

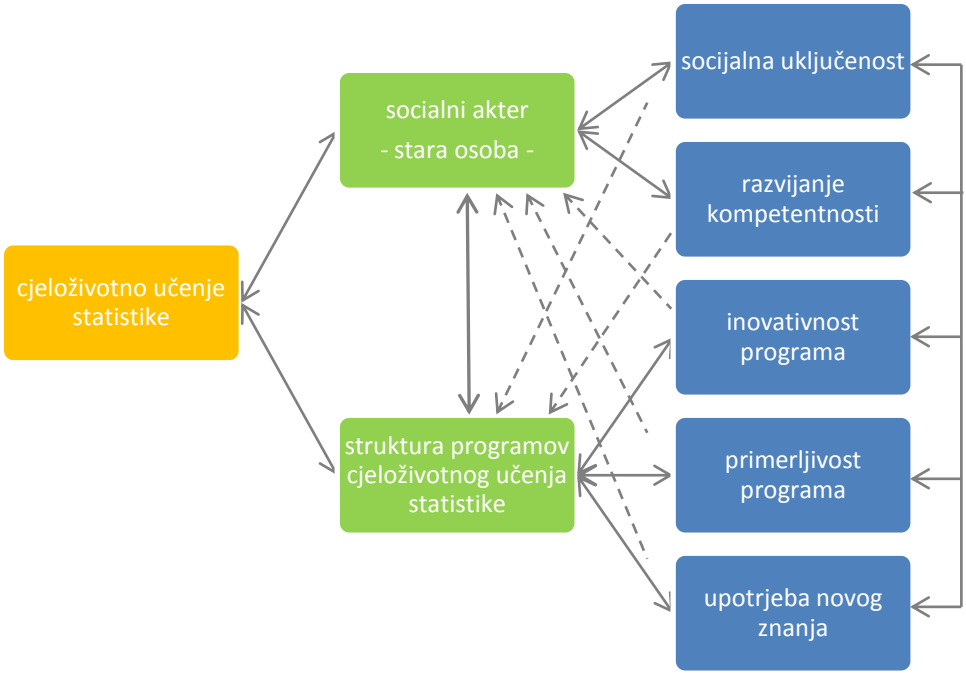
- *Pratiti promjene u profesiji: "...ja imam još uvijek preplatu na časopis Matematika u školi ...".*

Uvođenje promjena u smislu stvaranja modela statistike cjeloživotnog učenja bi značilo poslovnu priliku u smislu ponude neformalnog učenja i u javnoj i u privatnoj inicijativi. Starijoj populaciji predstavljaju izazov poslovni inkubatori, međugeneracijske radionice, empirijska istraživanje tržišta i istraživanja pravnih i privatnih subjekata ...

NALAZI

Na temelju ispitanih osoba u nastavku predstavljamo sažetak osnovnih nalaza. Ponude programa učenja statistike u svjetlu cjeloživotnog učenja nema, utvrđuju naši sugovornici. To nedostaje jednoj osobi iz našeg istraživanja. Intevjuvanka je umirovljena nastavnica matematike, koja ima osnovno znanje iz statistike i empiričkih istraživanja o koja bi se željela uključiti u takve programe, jer ima želju nadgraditi vještine iz statistike. To bi njoj predstavljalo osobnu i profesionalnu rast i zadovoljstvo, u koliko bi u proces učenja bila uključena korisna komunikacija i savjetovanje za starije učenike. To bi poboljšalo njene sposobnosti i odbacilo stereotipna razmišljanja, da s godinama opada sposobnost učenja – pa čak i statistike. Misli, da bi usporila kognitivno starenje, prema tome ima određene strahove, i poboljšala kvalitetu života preko širenje socijalnih mreža, kao udovica i bez djece. Mirovina, koju prima, ne pruža joj uvjete kvalitetnog života, zato razvoj svojih ideja i tržišnu priliku vidi u instruiranju mladih, pomoći kod pripreme diploma, formiranju istraživanja i rješavanju problema za male poduzetnike za okolinu. Vjeruje, da bi mogla sama aktivno doprinijeti razvoju gospodarstva, koje se nalazi u krizi. Osobito je uznemirava misao na promicanje vlastite inovacije, koju vidi u svom karijernom razvoju u starijoj dobi, jer bi se pri davanju instrukcija mogla koristiti suvremenih metoda podučavanja. Vjerna je profesionalnoj etici. To je preduvjet za ugled u okolini. Pokojni suprug, koji je bio priznati stručnjak na ministarstvu poljoprivrede, bio je njena velika podrška u suočavanju s različitim promjenama i inovacijama. Danas mora tu inicijativu preuzeti sama. Ističe, da preko podučavanja mladih ohranja kognitivnu "svježinu".

Slika 1: Konceptualni model



Naš model cjeloživotnog učenja statistike temelji na Giddensovi (1984) strukturalni teoriji kao temeljnoj teoriji u kontekstu sociooloških teorija. Uz njezinu pomoć želimo pojasniti utjecaj dimenzije organizacijske kulture, koju ustvari organizacija u strukturnom i socijalnom spoju s okolinom (Ovsenik, Ambrož, 2010). Bryman (2008) ju spominje među mogućim teorijama kod utvrđivanja osnova teorijskog modela. Model cjeloživotnog učenja statistike po strukturalnoj teoriji, koju je predstavio Giddens (1984, temelji na međuovisnosti društvenih aktera, u našem slučaju, starije osobe, i strukture, u našem slučaju, programa cjeloživotnog učenja statistike.

Na kvalitetu života starije osobe i njegovu suočavanje s promjenama u društvenoj sredini utječe uključenost u programe cjeloživotnog učenja, što izravno utječe i na razvoj njegovih kompetencija, kao odgovor na potrebe suvremene dobe - uvođenje timskog i samostalnog rada, istraživanje i razvoj profesionalne etike. Na taj način se pojačava osobna rast i zadovoljstvo pojedinca, pogotovo jer su spremni na rješavanje problema. Uključenost u programe pridonosi širenju društvenog umrežavanja i razbija stereotipe o nesposobnosti starijih ljudi za učenje. Učni proces kod starijih osoba podržavaju odgovarajuća komunikacije i savjetovanja starijim osobama. Struktura programa predlaže uvjete ponašanja društvenog aktera. Zato su inovacije i usporedivost programskog sadržaja i organizacijskog gledišta usko povezane sa

razvojem kompetencija starijih sudionika, a može pojačati i njegovu želju i potrebu po uključenosti u programe cjeloživotnog učenja. Inovacija predstavlja novi pristup u razvoju karijere za starije osobe, novi koncept međugeneracijske podrške i razvoj poduzetničke inicijative starijih osoba. Usporedivost programa cjeloživotnog učenja mora se pokazati kroz moderne pristupe podučavanja starijih osoba i trajno praćenje promjena na području statistike.
Pri tom ne smijemo nepredvidjeti korist takvih znanja, koje pojedinac stječe u programu i koja značajno doprinesu na odaziv socijalnog aktera kod potreba svakodnevnog života ili možda u razvoju poduzetničkih inicijativa. Bitno je povezivanje teoretičnih i praktičnih znanja za korištenje statistike kao ključne kompetencije za cjeloživotno učenje.

ZAKLJUČCI

Kako stariji razumiju cjeloživotno učenje i obrazovanje? Da li učenje statistike u mirovini spada u okvir cjeloživotnog učenja? Koji su razlozi za uključivanje starijih osoba u cjeloživotnog učenja statistike? Što moramo po njihovom mišljenju uzeti u obzir pri formiranju programa učenja statistike za starije osobe? Ovo su samo neka od pitanja, koja se pojave pri razmatranju cjeloživotnog učenja statistike. Razne međunarodne studije pokazuju, da je znanje slovenskih učenika iz matematike i statistike slabo u usporedbi sa stranim sredinama. Kurikularne promjene su bile integrirane samo na području formalnog obrazovanja. Iz tog procesa je eliminiran stupanj neformalnog obrazovanja. Model cjeloživotnog učenja statistike u Sloveniji nije uspostavljen. Jelenc Krašovec i Kump (2006) u svom istraživanju bilježe, da sa starošću opada participacija u procesu obrazovanja. Pojedinci se u starosti suočavaju sa problemima u nedostatku programa cjeloživotnog učenja statistike.
Obrazovanje je potrebno prilagoditi potrebama suvremena i društva, u kojem živimo. Osim političkih, ekonomskih i drugih promjena na jednoj strani potrebno je uzeti u obzir promjene u stavovima stručnih i znanstvenih paradigma, s druge strane (Žakelj, 2008). Maretić Požarnik (1997) kao glavni cilj suvremene školske doktrine vide u poboljšanju kvalitete učenja i znanja, što će imati pozitivan utjecaj na kvalitetu života u Sloveniji.
Na temelju istraživanja smo identificirali pet elemenata optimalnog modela cjeloživotnog učenja statistike: uključenost starijih osoba, razvoj njihovih sposobnosti, korisnost novih znanja statistike, inovacija i usporedivost programa cjeloživotnog učenja statistike.

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ETHICAL PRINCIPLES OF THE ORGANIZATION AS A FACTOR IN ACHIEVING PERSONAL EXCELLENCE

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Abstract
Leaders, and those who may become, are daily faced with different ethical dilemmas. We investigated how personal excellence of individuals is affected by ethical values that are realized through the organization, how ethical code is encouraged to own responsibly. Moreover, the question was, if between two selected organizations and generations (age 30 years and over) statistically significant differences exist. We investigated how the implementation of ethical values in two organizations effects on the personal excellence of individuals and how code of ethics stimulate to own responsibly. Several methods were used: method of description (description of the facts), the method of compilation (summary of known results of scientific research), surveys and statistical analysis. The results showed that implementation of ethical principles in practice significant impact on personal excellence and individual satisfaction. Ethics code of organizations stimulate responsibly of personnel. We didn't prove that statistically significant differences between two organizations and two generations exist. Companies received the answer how written ethical principles influence to personal satisfied of internal stakeholders. Society will be aware of the results of the research, which will be stimulation for the implementation of ethical principles in other organizations. This is the first such survey in these organizations; both of them recognize that ethical principles lead to personal excellence as well. Limitations of the study were the fact that we are comparing only two organizations and our survey were limited with four arguments.

Keywords: principles of the organization, personal excellence

SOCIAL GERONTOLOGICAL ANALYSIS OF WORK POSSIBILITIES OR OCCUPATION OF THE ELDERLY POPULATION IN SLOVENIA

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Abstract
In Slovenia, the elderly have various types of work at their disposal, though burdened with different taxes and contributions. Since in practice, we speak of retirees, who are entitled to a pension, the fundamental question of work of

the elderly is in fact associated with the right to a pension. In accordance with Slovenian legislation, the types of work that can be performed by the elderly are: part-time work or reactivation of retirees (occupation of the proportionate share of the full-time work), the work of the elderly based on a contract (employment contract, copyright contract, or other civil law contract), work in an owner capacity or social procurator, work of the elderly as independent contractors, and work of the elderly based on a contract of temporary or occasional work. Because of the substantive and fiscal differences between the aforementioned types of working arrangements, this paper determines the important differences. Due to the growing gap between the birth rate and mortality, which goes in favor of the reduction or suspension of death due to longer life expectancy, working arrangements for the elderly is becoming an increasingly relevant topic of each aging society.

Keywords: elderly work, contractual relations, taxation, longevity, social gerontology, aging society.

Introduction

The legislation significantly interferes with the rights of the pensioners and indirectly with the field of social gerontology, which in an interdisciplinary way commits to researching and determining solutions in regard to old age, aging, and other related gerontological content. Studying the lives of the elderly is becoming more and more important because of the decline in natality, longevity, and increase in employment of people older than 65 or even 85 years of age (Žerjal & Hlebec, 2010, p. 172). Tomek-Roksandić et al. (2014, para. 3) understand gerontology as a scientific discipline that studies aging in a broader sense, i.e. clinical, biological, social, psychological, and economic aspects. Similar to gerontology is geriatrics, a field of science discussing the medical aspect of the older population, as defined by Vertot (2010, p. 9). In that, we cannot avoid the concept of ageism, a widely spread stereotypical thinking in the western culture, which sees aging and old age in a discriminatory and a negative way. It is one of many »isms«, and is in a way similar to racism, sexism, nationalism, nepotism, etc. We argue it is necessary to re-evaluate possibilities and capabilities of the elderly population, defined as a stigmatized social group by Šmit and Leskovic (2013, p. 343), regardless of what Kožuh Novak (2011, p. 10) says, that 75% of the elderly need no help from the environment whatsoever. In a positive sense of the concept, »anti-ageism« is needed, the term first used by a sociologist Robert Neil Butler in the sixties, with which he described discrimination of seniors. More so, communication between all relevant social participants is essential, which is understood by Fiske (1990, p. 189) as a tool for discovering the world we live in, meeting others and, finally, discovering ourselves. Communication is a tool for establishment of values, which reflexively enables communication.
In this article, we study and present possible types of work for the seniors and the tax charges that pertain to such work. With taxation, we mean taxation of different kinds of contributions. Concurrently, we present demographic indicators, which mirror the fact that Slovenia, too, falls into the category of aging societies or population aging. Pečjak (2007) warns about a wide social-demographic revolution, which he compares to the industrial revolution, and emphasizes it is not about how old you are as it is about the way you are old and the way you age. Experiencing retirement spurs different types of responses. Some people experience retirement as a reward for the work they did, others as a punishment or loss. Contractual work of seniors presents new life challenges and reflects the society's ability for creative response and influence on the current demands and future needs.
Changes in Slovenian legislation in the field of taxation (1st of January, 2014 – ZPIZ-2, and 1st of February, 2014 – ZZVZZ-M) brought important changes to charges and income payouts for natural persons. By that, we mostly mean the bigger changes in income payouts of the second contractual relation, as defined by the Law on tax return (ZDoh-2).
In short, the changes brought higher costs for the tax payers and lower net income for the contractors. As for now, in 2014, the pensioners are still able to conduct business as private entrepreneurs, though from 1st of January of 2015 on, without temporarily losing the right to pension that will not be the case anymore. In accordance with the Law on Pension and Disability Insurance (ZPIZ-2), some other forms of business activities are incompatible with the pensioner status as well. Those are described in the concluding part of the article, as in the following paragraphs, we focus on individual types of income that pensioners can receive.

Definition of the right to work

Kresal Šoltes (2012, p. 6) emphasizes the right to work is a human right, defined by many documents on an international and national level. International pact on economic, social, and cultural rights explains the right to work as the right to "dignified work", respecting fundamental human rights and workers' rights. Article 23 of the Declaration of Human Rights, declared and accepted by the UN General Assembly on 10th of December, 1948 with the Resolution 217 A (III) states that:

- Everyone has the right to work and free choice of employment, to rightful and adequate work conditions and security for unemployment;
- Everyone who works has the right to just and satisfying reward, which ensures them and their families existence worthy of a human, and which is supplemented by other means of social security services if needed.

Similarly, article 25 of the same document states every person has the right to such lifestyle that ensures health and well-being for them and their families.
On a national level, by hierarchy, the Constitution of the Republic of Slovenia is the highest legal regulation, which in chapter II talks about human rights and fundamental freedoms and in article 49 defines freedom of work (Constitution of RS). Everyone is entitled to freedom of work, everyone chooses employment freely. By equal conditions, everyone is entitled to all types of employment. Forced labor is forbidden. In regard to that is article 50, which defines the right to social security, based on which Slovenian citizens have the right to social security, including the right to pension, under certain conditions, regulated by law. The right to pension refers to the third generation, mentioned by Ramovš (2004, p. 724-725) which, chronologically speaking, represents a part of population that already deservingly enjoys the fruits of their labor and receives pension. If lower pensions and monthly costs of life allow us to consider the third stage of life as "enjoyable" is another discussion. Therefore, it is important to accept it as a fact and search for as many possible appropriate solutions and ways to use the potentials of a growing number of the third generation population. Agreeing with that is Pečjak (2007), which as a tool against possible depressions and feelings of powerlessness or feelings of being lost suggests contractual or part-time work. For example; in year 2013, almost 660.000 Germans between the ages of 65 and 74 took on some form of part-time employment or a job, because of the risk of becoming poor in old age (Goethe Institut, 2014). According to the UK Office for National Statistics, around 12% of men above the state pension age of 65 and 11.6% of women above the state pension the age of 62 were in employment in year 2012 (Peachey, 2013).
One of many consequences of longevity is health and mental problems of the elderly, intertwined with cessation of work and beginning of retirement period of life, which means a great change in the current active lifestyle (Salmič et al., 2012, p. 127). Miloševič (2003) claims aging as a chronological process brings certain losses on the important areas of life to each and everyone. Tič Vesel (2013, p. 21) states opinions of neuropsychologists, which is that usually, individuals overvalue what they have and are therefore focused only on what they lose with a change, in our case the change being retirement, instead of focusing on what that change can bring. It is a large social and or demographic group of people, who we can interpret through a prism of a personality model, as said by Kobolt (2009, p. 365), whereas every group has its own characteristics.

Aging society and population longevity

Ramovš (2004, p. 721-30) categorizes the third stage of life as the following:

1. Early old age – from 66 to 75 years of age, when a person is getting used to the life in retirement, is usually mostly healthy and lives actively;
2. Middle old age – from 76 to 85 years of age, when a person is adjusting in their activities and experiences to the decline in their abilities and health, experiences loss of peers, many experience trauma of partner's death;
3. Late old age – after 86 years of age, when a person becomes a receiver of help for the other two generations, which through the eyes of integral anthropology we know as youth and middle age, and becomes a silent teacher of the deepest fundamentals of human dignity, and carry out the last tasks of their lives.

Tomek-Roksandić et al. (2014, para. 1) explain there is a distinction to be made between aging as a biological, physiological, irreversible process, which progresses with different speed in every individual and depends on genotypic and phenotypic characteristics, and the concept of old age, which represents a certain chronological stage of life. Society that is aging cannot and must not afford that the larger part of its population, in the future that being the elderly population, were just a passive watcher of happenings or treated as a group, which produces costs and is a burden to the active population. With different strategies of quality aging, aging needs to be made less unpleasant for the elderly and, on the other hand, less burdening for the active part of the population (Penger & Dimovski, 2007, p. 42). As stated by Vertot (2010, p. 3-4), population aging is when a part of a population aged over 65 years increases as opposed to the whole population, whereas such a demographic fact brings financial consequences for the whole society. Palmore, Fillembaum and George (1984, p. 109-116) explain retirement as a "sensitive" time, when every individual-retiree experiences changes in the financial sphere, especially because of the income decrease in the form of a pension. Some European countries, as for instance Great Britain, with strategies like Opportunity Age from 2005 and Building a Society for all Ages from 2009 captured the demographic 'train', described in detail in AGE UK report (Age UK, 2010). Zupančič (2007, p. 23) argues Slovenia is aware of the unfavorable demographic facts, and tried to alleviate them with the help of the National strategy of active aging from year 2006 and the Strategy of care for the elderly until the year 2010. Kožuh Novak (2013, p. 51-53) refutes aforementioned and emphasizes the elderly feel neglected in decision-making about their lives and about evaluation and inconsideration of their previous work, knowledge, and experience. Kožuh Novak continues to explain Slovenia "closes its eyes to the actual economic participation of the retired generation", and warns about the issue of terminology in regard to the retired people, who are often unjustly described as the inactive part of the population. Similarly, Mali (2011, p. 18) warns about stereotypical terms of elder people, such as forgetfulness, senility, sickliness, loneliness, weakness, uselessness, non-productivity, which can cause gerontophobia or hatefulness towards the elderly. Ude (2014, p. 11) states people will trust the country that provides effective care for their rights and enables social security. Uselessness and non-productivity do not sustain judgment of numerous studies and good practice examples. As an example of good practice, Bachler and Koch (2013, p. 24-26) describe an international

business Voestalpine, registered in Austria, which from a certain age employs their elderly workers to a different workplace because of their added value. Therefore, 43% of the population between 55 and 65 years of age is active and working.

Reasons for changing the labor-reform legislation in 2013

International Labor Organization in its report "Employment and social protection
in the new demographic context" states that as people age, their labor income becomes a smaller part of their total income. Older people rely for income on a combination of fixed assets, meagre savings, government programmes such as pensions, and support from the family (ILO, 2013, p.36-37). Skela-Savič and Hvalič Touzery (2014, p. 103) describe the data of the Eurostat Demographic Projection EUROPOP2010, which show in the area we know as EU 27 the percentage of the elderly population over 65 years of age will increase from 18% to 30% by the year 2060, and the population older than 80 years from 5% to 12%. Because of the growing part of the elderly population, all pension systems are in a crisis, the European Continental or Bismarck system as well as the Anglo-Saxon or Beveridge system (Ramovš, 2004, p. 721-30). In that, we must not overlook the fact that Slovenia has one of the lowest levels of work activity in the ages between 55 and 64 years – the time period before retirement – in the European Union (EU). In 2005, aforementioned age group had 22.7% employment rate in Slovenia as opposed to 42.5%% in EU (Penger & Dimovski, 2007, p. 54). Kovač (2010) warns about extremely short retirement period (approximately 32 years) and a demographic fact that in EU 15, 142 workers supported 100 pensioners in 2008, but by the year 2030, this number will supposedly decrease to 107 and in the year 2050 to 92 active workers. Some countries try to alleviate this trend with gradual retirements, which in practice means that before finally retiring the elderly workers work less and less hours per week. In Slovenia, there were 602311 pensioners in year 2013 (TO je Slovenija, 2014), which represents almost a third of the whole Slovenian population. In year 2013, the Unemployment Office had around 120000 unemployed people registered.
The issue of aging Slovenian society and low percentage of employment of the elderly was pointed out by the European Committee in years 2006-2009 with a recommendation for preparing a strategy of active aging and activation of the means to raise employment of the elderly and for later resignation from work life (MDDSZ). Among the economic effects of an aging society, Kajzer (2013, p. 27-28) emphasizes the increase in public expenses for pensions, health care and long-term care, and argues such changed conditions call for adjustments of the current systems. Zupančič (2008, p. 9) says the convincement of a legislator that with prohibitting part-time employment, there are more available jobs for the young seekers of employment, turns out to be wrong, and more than that, discriminatory even.
In this paper, we focus on "post-retirement life stage", which because of different reasons, a significant amount of pensioners wishes to complement with "complementary work". The latter is understood as financial complement to income from pensions and not as personal complementary work, as it is defined in Article 12 of the Law on Prohibition of Grey Labor and Grey Employment (ZPDZC, Official Gazette, No. 12/07) and in the Rulebook on works, which considers it as personal complementary work, and procedures for determining such type of work (Official Gazette, No. 30/2002). In his article, Ogrizek (2009) cites an American gerontologist J. Billighen, explaining the problem of the past was in an increasing number of elderly people, but currently, the issue is in the fact that "older people" are becoming younger and younger. Thus, it is important to accept this social gerontological fact and strive to find as many possible solutions and ways for the highest possible use of potentials of the growing population of the third generation, which is in no way a step back in development, but a great accomplishment of a society (Krajnc, 2009). Agreeing with the aforementioned is Bohinc (2013, p. 3), who explains nowadays, a generation that is "confronted with a systemic crisis of the remaining capitalist models" must develop new social innovations, which allow for a passage to a new, socially responsible society, taking responsibility towards the elderly population as well.
In determining contributions for pension and disability insurance, the legislator wishes to implement a principle of "any kind of work counts" in acknowledging payments for different types of work for pensions. Furthermore, the so-called active income, a consequence of different finished works or activities, is still burdened with different kinds of contributions, and concurrently taxed according to the Law on Tax Return (ZDoh-2, Official Gazette, No. 117/2006). In that, the right to receive payment for labor originates from the Declaration of Human Rights, and which article 23 describes as the right to just and adequate reward, which allows workers and their families a decent life and which can be complemented with other means of social care when needed. The Law on Employment (ZDR) defines it as a fundamental right that comes from employment or a contractual relation (ZDR, Official Gazette, No. 21/2013).
Inasmuch pensioners wish to keep their pensions intact, they need to choose a form of labor that does not affect the pension payout, such as work based on a contract for work, contract for copyrighted work, contract for managing, contract for temporary or part-time work, or personal complementary work. Such work can be carried out through a company, though only if the company's owners and managers are not in the registry (Hieng, 2013). The legislator intervened in the regulation of work of Slovenian pensioners, as it became a constant practice. If people had decent, adequate pensions, the extra work would not be needed nor were there a higher need for systemic regulation of work. With legislation changes, a new category of work was implemented, that is temporary or part-time work. Even the legislator admits we gained some sort of social correction. This institute will be used by the pensioners as well as the

students, for who the future holds changes, too, which will make their work more expensive. Temporary or part-time work is a type of work, where the main characteristic is inclusion in the work process.
Thus, the income (of pensioners) can be divided into two groups:

- Income, for when a person is not included in the work process and therefore the work contains no elements of employment,
- Income, for when a person is included in the work process and the work contains elements of employment.

Income for labor containing elements of employment

The reform of the labor market, accepted in 2013, consists of the Law on Employment (ZDR) and the amendment to the Law on Labor Market Regulation (ZUTZ). The changes brought on by the reform are:

- Restriction of entering into contracts for determinate time period and work through agencies
- Lowering the costs of employment for indeterminate period of time
- Introducing minimal protection for economically dependent workers and bringing more measures for protection of the employees
- Simplifying employment procedures and termination of employment
- Possibility of appearance in the record of employment seekers during given notice
- Introducing temporary work for pensioners
- Lowering severance and shortens time period for a notice
- Possibility of gaining the right to cash compensation in duration of 2 months even for the unemployed, younger than 30 years of age, who were employed for at least 6 months in the last 24 months (www.data.si/blog/2013).

In accordance to the Amendment to the Law on Labor Market Regulation (ZUTD-A, Official Gazette of RS, no. 21/13), since 1st of July of 2013, all pensioners (except the ones who receive retirement pension in-part or preliminary retirement pension while being partly active) are entitled to carry out part-time or temporary work.
Besides pensions, temporary and part-time work allow pensioners possibilities for additional income, though it is important that the pension is not affected by such work when done under the restrictions, mentioned below.
Temporary or part-time work is performed based on a contract for undertaking temporary or part-time work as a special civil law contractual relation between an employer and a contractor. Such a contract can include some elements of employment, as stipulated by the Law on Employment (ZDR-1).
A contract for carrying out temporary or part-time work must consist of the following:

- Title, registered seat, registration number and tax code of the employer,
- Name, surname, birth date, registration number and tax code of the employee,
- Time period for carrying out temporary or part-time work,
- Information about estimated number of hours spent for temporary or part-time work,
- Date of the contract signing,
- Payment by the hour for the work,
- Estimated total sum of the income.

With signing a contract on temporary or part-time work, a civil law contractual relation is established between the pensioner and the employer, but the work based on such contract can consist of some elements of employment (as opposed to contract for work, copyrighted work, or other civil law contract for certain work). In that, temporary or part-time work is distinguished from the work based on a contract for work or copyrighted contract, for which it is typical that the contractor is not inferior to the ordering party as is the employee to the employer, but independently fulfills the order. Inasmuch such work consists of element of employment, the employer can be told by the inspectorate to make a contract for indeterminate time period.
Therefore, the possibility of doing temporary or part-time work presents a welcoming novelty for the pensioners, though only in cases when civil law contracts cannot be undertaken, because the work would include elements of employment (considering important measures such as voluntary participation of the worker in an organized working process of the employer, personal and uninterrupted work for payment under instructions and supervision of the employer).
It is important to mention that regulation of temporary and part-time work for pensioners does not affect other already signed contracts of the civil law, based on which certain work is done, nor does it substitute or annul the possibility of undertaking such contracts or carrying out work based on them.
ZUTD (or ZDR-1) does not stipulate limitations for temporary or part-time work by the type of work, thus from the point of view of this law, based on a contract for temporary or part-time work any type of work is allowed, under the condition that possible restrictions and rules are taken into consideration.
Other provisions of ZDR-1 are used for regulation of temporary or part-time work, prohibition of discrimination, sexual and other types of harassment, torment or maltreatment (Article 6) in the workplace, equal treatment regardless to sex, working hours, breaks and rest, and restitution. More so, provisions of the Criminal code (KZ-1) are considered, like Article 197 on mobbing in the workplace. Additionally, regulations in security and health care in the workplace are considered for temporary or part-time work.

As opposed to student work, where the work is forwarded by the student employment agency, such type of work has no agents, and thus the way of finding and ensuring work or workers is left exclusively to the employers and pensioners and a mutual agreement between them.
ZUTD stipulates the following limitations for the pensioners:

- Temporary or part-time work can be carried out by a pensioner up to as much as 60 hours in a calendar month,
- Unused hours are not transferrable to the following month,
- Payment by the hour for temporary or part-time work must not be lower than 4.2 Euros,
- Sum of the income for temporary or part-time work must not exceed 6300 Euros in a calendar year,
- A pensioner can simultaneously carry out work with different employers, but the sum must not exceed the regulated number of hours and income.

Table 1: Overview of costs and taxes for a payout for temporary or part-time labor of pensioners, in EUR

Tax according to ZUTD-A (25%)	375.00
Contribution for health care – annual rate	4.58
Contribution for disability (8.85%)	132.75
GROSS income	1500.00
Deductible costs, 10%	150.00
Contribution for health care (6.36%)	95.40
Taxable base	1254.60
Advance tax return	313.65
Deposit	**1090.95**
Costs of taxpayers	**2012.33**

Income for labor without elements of employment

In this paper, we wish to emphasize the importance of differentiation between the following types of income:

- Income based on contractual or part-time labor,
- Income based on copyrighted work,
- Income based on transfer of property rights.

Income, based on the transfer of property rights has no basis in the carried out work and is therefore cheaper form the point of view of different contributions. Basic differences are vaguely presented, but in the business practice of tax payers it will surely come to cases and dilemmas about the rightful definition of the income. Therefore, it is necessary to study each individual case.

Contract for work and income based on a contract for work

Contract for work, which falls into the category of bilateral contracts, is thoroughly defined by the Code of Obligations, articles 619 through 648 (OZ). Article 619 defines contract for work as a contract between the contractor (a person, who undertakes to do work) and the ordering party (who orders the work and undertakes to pay for it). Usually, with contracts for work, the labor is of physical nature. With this type of contracts, the contractor obliges to carry out work and the ordering party obliges to pay for it.
Based on contracts for work, the work must not be defined as the main part of the employer's organization operation and are not accounted for in systematization of workplaces. Otherwise, the employer is obliged to employ a worker for such work (Verlag Dashőfer, 2014).
The range of work, which can be carried out based on a contract for work is very wide. The Code of Obligations defines work that can be undertaken based on contracts for work to be work such as manufacturing or repair of things, physical or mental work outside of the context of permanent relation between contractual parties. The latter is the main difference in regard to employment, which is undertaken for full-time or part-time and is based on constancy and long duration.
In principle, based on contracts for work, contractors can undertake to carry out temporary work and work related to fulfillment of a certain aim, task, project, or the reason for the contract. There are no elements of employment present, nor is there a direct involvement in the work (business) process of the ordering party. The legislation does not determine the maximum duration for contracts for work, though each contract must stipulate a deadline for finishing the work. So, contracts for work do not create a long-term relation between the contractor and the ordering party, but cease to exist when certain work is finished and the goal decided upon undertaking the contract is fulfilled.
Mainly, the contractor alone organizes the work. Of course, that does not exclude the possibility that certain (or all) activities are done with the means of the ordering party, meaning that the contractor can provide the means to carry out the work alone (for example tools or other working means) or not (the means are provided for by the ordering party). The same goes for the materials. In work, the contractor is autonomous, responsible for the results of the work and is not inferior to the ordering party. On the contrary, with employment the employer controls the workers and gives them

instructions. Usually in practice, the contractor too is given instructions and allows supervision of the work process, but such control is less intensive than control in employment which also includes a possibility of disciplinary measures.
Income from contracts for work as well as income from copyrighted work (described in the following) belongs to the category of income from a secondary contract relation, which belong to a bigger category of income from employment.
Taxable base for the income of the secondary contractual relation is all individual income, deducted by the deductible costs, 10% of the income. Because of late, the income of a natural person is lowered by the contribution for health care (and for natural persons without any other full insurance basis by ZPIZ-2 also the contribution for pension and disability insurance), legislation change was needed in a way that contributions lower the taxable base as well. Besides the deductible costs, it is also possible to deduct the actual costs for transportation and overnight stays because of work performed or services provided. The actual costs are deducted based on evidence, under certain conditions and to a certain level, decided upon by the government, based on article 44 of ZDoh-2. A natural person asserts actual costs in an objection to the informative calculation of tax return.

Example: A television house cooperates with a retired make-up artist, who prepares the performing artists for their performance every weekend. The make-up artist is entitled to payment according to the contract for work.

Table 2: Overview of costs and taxes for a payout for copyrighted work, in EUR (the author has another full insurance basis by ZPIZ-2; he is retired and therefore taxes for pension and disability insurance are not accounted for)

Contribution for injuries in the workplace (0.53%)	7.95
Contribution for disability (8.85%)	132.75
GROSS income	1500.00
Deductible costs, 10%	150.00
Contribution for health care (6.36%)	95.40
Taxable base	1254.60
Advance tax return, 25%	313.65
Deposit	**1090.95**
Costs of taxpayer	**2015.70**

Copyright contract and income based on a copyright contract

Legal basis for copyright contracts is the Law on Copyright and Related Rights (ZASP). In article 10 of ZASP, an author is stated as a natural person, who created copyrighted work, which is defined in article 5, paragraph 1, as individual intellectual creation in the fields of literature, science, and art, expressed in any sort of way. Article 80 of the aforementioned law is about legal business, with which material author rights or other author rights are transferred (in written form), signed by both parties. In regard to copyrighted work and author or other similar rights that stem from artistic, scientific, research, and inventive activity (the so-called rights of creativity), is the Constitution of the Republic of Slovenia, which ensures their security (Constitution of RS). Additional challenges for legislative regulation are presented by convergence of technologies and devices, and indirectly by the access to e-content in the field of digital content (si2010, p. 25).
With a copyright contract, an author and a subscriber agree on an order of copyrighted work. In the event of a copyright contract, we deal with a certain aim or an order and expectation of a subscriber, whereas work includes elements, determined by ZASP. Thus, this type of work is not the same as employment, as it does not include the same kind of elements. Copyrighted work is an individual intellectual creation in the fields of literature, science, or art. Especially, a copyright contract is agreed upon for the following cases:

- Oral performances (speeches, sermons, lectures), written work (literature, articles, manuals, studies, computer programs), music (with or without lyrics);
- Theatre, musical theatre, puppet shows, choreography and pantomime, photography, audio-visual work;
- Art work (paintings, graphics, statues), architecture (sketches, plans), work of applied art and industrial design;
- Cartography, presentations of scientific, educational, or technical nature (technical drawings, plans, sketches).

Example: A retired professor lectures 2 hours per week at a faculty. He is entitled to a payment for copyright work. The costs and tax payment in regard to the example are presented in Table 3 below.

Table 3: Overview of costs and taxes for a payout of copyrighted work, in EUR (the author has another full insurance basis by ZPIZ-2; he is retired and therefore taxes for pension and disability insurance are not accounted for)

Contribution for injuries in the workplace (0.53%)	7.95
Contribution for disability (8.85%)	132.75

GROSS income	1500.00
Deductible costs, 10%	150.00
Contribution for health care (6.36%)	95.40
Taxable base	1254.60
Advance tax return, 25%	313.65
Deposit	**1090.95**
Costs of taxpayer	**1640.70**

Transferring property rights and income based on transferring property rights

Income based on transferring property rights to another person is a consequence of possession of certain specific property of a natural person (property right). In the language of accounting, natural person possesses a certain intangible asset. Income from transferring property rights includes income from resignation of use or exploiting, or resignation of the right to use or the right to exploit:

- Material author's right and material right of the provider,
- Invention, look of a product, signs of differentiation, technical improvements, planning, formula, procedure, similar right or similar property and information about industrial, commercial, or scientific experience, no matter if insured by law,
- Personal name, nickname, or image, based on a contract or other legal basis, by which the owner of property rights receives a certain compensation for it.

Taxable base is income from the transfer of property rights, lowered by deductible costs of 10% deduction from the income by the transfer of the property rights.
Deductible costs are not acknowledged in the following cases:

- To the owner of the property rights, who is not the author, producer, inventor, or other person who creates and object of property rights;
- In the case of resignation from use or exploitation or resignation of the right to use or the right to exploit the personal name, nickname, or the image.

In the case of such costs, the taxable base cannot be lowered by the actual costs.

Example: A retired innovator is the owner of a patent for innovative production of a certain medical accessory. The owner transfers the patent to a local hospital. The hospital (receiver of property rights) pays for the transfer of property rights. The costs and tax payment is presented below, in Table 4.

Table 4: Overview of costs and taxes for payout of transferring property rights, in EUR

GROSS INCOME	1500.00
Deductible costs, 10%	150.00
Tax base	1350.00
Advance tax return, 25%	337.50
Deposit	1162.50
Costs of taxpayer	**1500.00**

Conclusion

In the document by Slovenian Ministry of Labor, Family, Social Affairs and Equal Opportunities, titled "The overview of measures for encouraging active aging", it is stated that European population aging holds an important position in national politics of EU member countries, wherein each member country strives to find answers to challenges of aging by ensuring proper conditions and politics that include all relevant actors (MDDSZ, 2010). In the Strategy for quality aging, solidarity, and coexistence of generations in Slovenia, an aim is stated, an intention to encourage and support inclusion of the elderly while considering their experiential, professional, and vocational knowledge and skills, and realizing potentials of elderly workers (from 55 to 64 years of age) and elderly people (older than 65 years).
Presenting content and financial differences in payouts for three different types of income elderly people can receive, we discover the question of which type of work is the cheapest from the viewpoint of an employer remains unanswered. As the chosen type of legal basis of the contract depends primarily on the content of work of the elderly person, we cannot determine whether one type is cheaper than the other.
Expecting the elderly tend to ensure their pension stays intact, we warn about the following types of statuses, incompatible with the status of living on a pension:

- A small businessman or other private entrepreneur (insurance basis by ZPIZ-2),
- A shareholder or a stockholder and concurrently a manager or a director (insurance basis by ZPIZ-2),

- A manager (director), as this type of status always contains elements of employment in Slovenian legislation and therefore demands anew inclusion in pension or disability insurance.

Inasmuch retirees are owners of capital (for instance real estate, stocks, bonds, or shares), and receive income based on it, their right to pension is not affected by it. Legal regulation of pensioners' work ensures autonomy, equality, accessibility, and full participation regarding working past age pension. Although, the new era phenomenon of poverty of employees must not be overlooked, demanding an in-depth research as well. Good practice in age management should become a new social gerontological trend.

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WHO WE ARE WHEN WE ARE ON-LINE? COMMUNICATION CHARACTERISTICS OF COMPUTER-MEDIATED COMMUNICATION

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Abstract
The article brings attention to characteristics of computer-mediated communication. In computer-mediated communication we are faced with at least partly different context of communication than in face-to-face communication. Due to partly different communication context (anonymity, the lack of of some elements, typical for »normal«, i.e. face-to-face conversation) characteristics of communication is changed. The article focuses on various theories which explain communication dynamics in computer-mediated communication. On the other hand it enumerates different examples of establishing of on-line relationships. In the face of partly different communication context the very relationships are formed in a slightly different way than usual face-to-face love relationships or friendships. The author is interested,

whether we are faced with some kind of process of passivisation of interlocutors. On-line partners can ascribe certain problems concerning on-line relationships to »limited« media (i.e. computer-mediated communication), through which their relationships are formed. They ascribe to the media the unability to support relationships in order to disguise their own unpreparedness to establish integral relationships.

Keywords: communication, identity, internet, anonymity, on-line relationships

1. Nove tehnologije, nove mogučnosti komunikacije

Nedvojbena jest činjenica, da internet te njime vezana kompjutorski posredovana komunikacija znači veliku tehnološku kako i kulturnu revoluciju. U kompjutorski posredovanoj komunikaciji sam je čin komunikacije još važniji za identitet pojedinca ili pojedinke. Bez komunikacije mi ne postojimo. Ako, primjerice, samo osluškujemo on-line komunikaciju u forumu ili pričalici (engl. *lurking*) nitko nas ne primjećuje, zapravo ne postojimo. Zbog toga je istraživanje komunikacijskih činova putem interneta zapravo preduvjet za ozbiljno istraživanje identiteta pojedinca ili pojedinki. Ako u svakidašnjem fizičkom životu postojimo, te imamo i za druge ljude, barem donekle, definiran identitet (ta definiranost vlastitog identiteta može donekle biti i teret, koji nam drugi nameću), to nikako ne važi kada smo *on-line*, primjerice, u relativno anonimnim pričalicama ili diskusijskim forumima. U tim tehnološki uvjetovanim prostorima naš reprezentacijski identitet ide u korak, odnosno »rađa« se, sa komunikacijskim činovima koje izvodimo sa drugim sudionicima u datom internetskom »prometu«. Donekle isto vrijedi i za novije internetske platforme poput Facebook. Na Facebooku stranicama izvodimo selektirane komunikacijske činove, poznate pod imenom *lajkanje* i dijelimo unaprijed kontrolirane informacije o sebi. Dakle, komunikacijski je čin zapravo mjesto gdje se konstituira identitet pojedinca, što vrijedi pogotovo za identitet u virtualnome prostoru. Ako u svakidašnjem svijetu, osim verbalne komunikacije, imamo još cijeli niz različitih drugih simboličkih označitelja (naše fizičke osobine, odijelo, naglasak, gestikulacija, čime itekako indeksiramo identitet), onda za virtualni prostor u velikom omjeru vrijedi rečenica, koju je formulirala Sherry Turkle: »Sve što mogu vidjeti samo su vaše riječi«[1] (Turkle, 1995, 184).

Steven G. Jones primjerice kaže da je važno proučavati motivacije pojedinaca u traženju drugih osoba i zajednica u internetskom prostoru. Pridodajmo: Zašto postoje Facebook prijatelji, zašto trebaju *lajkove* i šta zapravo rade putem komunikacijskih činova *lajkanja*? Zajedno s Jonesom možemo se upitati sljedeće: Tko smo mi kada smo *on-line*? (Jones, 1997, 9). Naime izvjesne značajke virtualnog prostora (anonimnost koju omogućuju nadimci, engl. *nicknames* ili odsutnost nekih socijalno-kontekstualnih signala koji su tipični za komunikaciju licem u lice) realno postavljaju pojedince u određenu novu situaciju u kojoj mogu postati kreatori sasvim novog osobnog identiteta. Internet, kako konstatira Don Slater, shvaćamo kao sasvim novo socialno okruženje, koje omogučava formiranje sasvim novih međuljudskih odnosa (a time i novih identiteta, pošto je naš identitet uvijek relacija između „ja“ i „ti“) (Slater, 2002, 533).

2. Internet kao komunikacijska revolucija

Sa druge strane, ne postoje utvrđene komunikacijske norme, koje bi propisivale kakva bi pravila bila odgovarajuća za pojedine komunikacijske *on-line* situacije, tako da i na razini korisnika i na razini pojedinih internetnih situacija, nastupa velika diferencijacija tipova komunikacije, kako kod izraza tako i kod sadržaja. Pitanja koja se dotiču strategija uljudnosti (engl. *politeness*), odnosno pitanja većeg ili manjeg poštivanja konverzacijskih maksima (engl. *maxims of conversations*), u velikoj mjeri ovise o svakom korisniku posebno jer - kako smo već napomenuli - komunikacijske norme još uvijek ne postoje. To na kraju znači da nema ni »prekršitelja« tih normi. Istina je, dakako, da različite komunikacijske on-line zajednice propisuju svoj vlastiti »netiquette«, koji omogućuje uspješnost u komunikaciji, međutim, takvo propisivanje ne znači i formiranje standardiziranog komunikacijskog ponašanja, koje bi vrijedilo za svo »pučanstvo« virtualnoga prostora, koji neki nazivaju – *Netizensima* (Praprotnik, 2007b, 87).

U istom mahu moramo upozoriti na još jednu dihotomiju, to jest sinkronost – asinkronost. Govorni je jezik sinkron jer je vrijeme njegove produkcije jednako vrijemenu njegove »potrošnje«. S druge strane, u tradicijskim tipovima komunikacije, pisani jezik smatra se asinkronim jer postoji vremenska razlika između pisanja teksta i njegova čitanja. Možemo navesti i treći aspekt: govor se obično nadovezuje na fizičku prisutnost primatelja poruke i sadrži određene paralingvističke i prozodijske elemente (mimika, gestikulacija, intonacija u diskursu), a sve to omogućuje (veći) nadzor i brzo međusobno razumijevanje u vezi s interpretacijom poruke. Pisani jezik – s druge strane – omogućuje nadzor nad zapisanim. U kompjutorski posredovanoj komunikaciji širi aspekt konteksta u velikom je broju slučajeva odsutan te je tako pošiljatelj poruke suočen s manjkom nekih kontekstualnih elemenata, zbog čega ne može kontrolirati kako će primatelj poruke tu poruku interpretirati. U klasičnoj govornoj komunikaciji oslanjamo se i na neverbalne elemente komunikacije te na kontekst u koji je poruka smještena.

[1] A u novije vrijeme tome možemo pridodati i audio te video materijal, no prezentirani identitet kroz obaju kanala komunikacije može biti visoko konstruiran i »virtualan«. Upravo zato tehnološke dopune omogučuju reprezentaciju visoko kontroliranih i idealiziranih informacija, to jest prezentaciju pojedinca u onom smjeru, koji i sam želi i iščekuje.

Karakteristike e-komunikacije svakako utječu na jezičnu praksu u toj komunikaciji pa su korisnici suočeni s izvjesnim problemima. Poznavanje interakcijskih strategija u kompjutorskoj je komunikaciji često odsutno. Sugovornici ponekad ne mogu znati koje diskurzivne strategije primjenjuju druga osoba tijekom izvođenja svojih govornih činova. U svakoj jezičnoj »produkciji« naime ne prepoznajemo samo produkciju izvjesnog sadržaja nego – naročito u neposrednoj komunikaciji – možemo prepoznati i što suparnik u komunikaciji »radi« putem svog govora. Za takvu »radnju«, putem riječi, lingvisti su pronašli i specifičan termin: radi se o takozvanim performativima (John L. Austin), za koje je tipično, da pomoću nekog govora ili - točnije rečeno – sa samim govorom ljudi i nešto učine (Praprotnik, 2007b, 88).

Tokom komunikacije sugovorci isto tako utvrđujemo je li sugovornik s nekom izjavom mislio na pitanje, molbu ili pak nešto treće. Izjava »vrata su otvorena« može imati jedan sadržaj, no kontekst komunikacije daje nam odgovor, da li nas je sugovornik tom izjavom obavijestio da možemo slobodno ući unutra ili nas je želio obzirno zamoliti da zatvorimo vrata. Radi se dakle o indirektim govornim činovima (engl. *indirect speech acts*). Prepoznavanje tih govornih činova je ponekad teško jer pošiljatelji poruka mogu svoje govorne činove (molbe, isprike, pitanja, upozorenja) formulirati na relativno »otvoren« način – primjerice uporabom indirektnoga govora ili ako svoj govorni čin (primjerice pitanje) izraze u implicitnom obliku. Tom prilikom, primatelj poruke mora sam prepoznati intenciju poruke. Takvi primjeri upućuju na poznatu činjenicu da vladanje jezikom nije dovoljan uvjet za uspješnost komunikacije (Praprotnik, 2007b, 88).

Prema riječima Dubravka Škiljana, govornik mora – da bi potpuno ovladao jezičnom komunikacijom – »raspolagati i znanjem koje su komunikacijske strategije prikladne za upotrebu u određenom kontekstu ili situaciji, dakle, s jedne strane, znanjem o tome koje će jezične sadržaje i forme odabrati da bi postigao željeni komunikacijski cilj, a s druge strane znanjem o tome kako se općenito mora ponašati da bi to ostvario: ova druga dimenzija toga znanja obuhvaća i odnos jezičnog sistema i njegove upotrebe prema drugim komunikacijskim i kulturnim kodovima, na primjer prema gestualnom i proksemičkom kodu (koji određuje udaljenost sugovornika) u oralnoj komunikaciji, ili prema grafičkom kodu (koji propisuje veličinu i vrstu slova) u pismenoj formi saobraćanja. Budući da se relacijama između odabranih sredstava i postizanja komunikacijskog cilja među modernim lingvističkim disciplinama bavi pragmalingvistika, ovu bismo kompetenciju mogli nazvati pragmatičkom kompetencijom, a pravila koja je karakteriziraju pragmatičkom normom« (Škiljan, 2000, 143).

3. Pitanje „socijalnosti“ kompjutorski posredovane komunikacije

Prve simplificirane interpretacije pridavale su kompjutorski posredovanoj komunikaciji problematičan karakter, prije svega zbog odsutnosti nekih elemenata, tipičnih za »normalnu«, tj. direktnu komunikaciju. Generalna slabost ove komunikacije ogleda se upravo u njezinom dominantno tekstualnom karakteru, koji pojedincima i pojedinkama onemogućava da partnerima u interakciji poruče bilo što osim samih riječi, koje se pojavljuju na kompjutorskom ekranu. U kompjutorski komunikaciji ne možemo se osloniti na neke socijalno-kontekstualne signale kojima inače u direktnoj komunikaciji itekako komuniciramo i koji, u nekim primjerima, omogućavaju pravo razumijevanje poruke (intonacija u govoru, gestikulacija). U e-komunikaciji dakle nema takvih elemenata, koji bi primatelju poruke pomogli u uklanjanju razlike između takozvanog *sentence meaning* (poruka, koja se pojavljuje na kompjutorskom ekranu) i *speaker meaning* (poruka, koju pošiljatelj ima »u mislima«).

Korisnici kompjutorski posredovane komunikacije razvili su različite strategije, kojima dopunjavaju odsutnost kontekstualnih znakova, koji su uobičajeni u direktnoj komunikaciji. Takva strategija obuhvata upotrebu takozvanih smiješka (engl. *emoticons, smileys*, primjerice ☺), koji reprezentiraju izraze lica, a time i raspoloženje sudionika interakcije. Takvi grafički znakovi, ili točnije, akcenti, funkcioniraju kao »upozorenje« primatelju poruke, kako treba razumjeti poruku. Isto tako, sudionici mogu i tekstualno predstaviti fizičke aktivnosti (npr. aplaudiranje, grljenje sugovornika). Poznata je i praksa da sugovornici tekstualno reprezentiraju neka svoja »psihička stanja«, primjerice utipkavanjem riječi »hahaha« sugovornici izražavaju smijeh. Ove strategije, dakle, ne odražavaju nepotpunost ovakve komunikacije već demonstriraju sposobnost prilagođavanja sudionika ovoj vrsti komunikacije i ukazuju na njenzine mogućnosti, koje se mogu iskoristiti u zadovoljavanju njihovih (komunikacijskih) potreba (Herring, 2001, 2-5). Lingvističke karakteristike kompjutorski posredovane komunikacije bile su jedan od glavnih fokusa istraživača pogotovo krajem prijašnjeg stoljeća, kada su pojedini tipovi internetske komunikacije zahvatili različite razine svakidašnjeg života. Velik interes za lingvistička istraživanja jest sasvim logička reakcija na samu »lingvističku revoluciju«, koju je promovirao internet. Različiti istraživači su se fokusirali na pojedinačne lingvističke razine, te utvrđivali promjene, koje su zahvatile jezičku praksu.

U neposrednoj (engl. *face-to-face*) komunikaciji više ili manje smo prisiljeni uključiti cjelokupan dijapazon lingvističkih i paralingvističkih aktivnosti (dakle i ono što ne želimo priopćiti u komunikaciji često »procuri« kroz lapsuse ili nam se to vidi, na primjer, po izrazu lica). Upravo je zato neki komentator zaključio, kako je za internet zbog svih tih reduciranih elemenata tipičan »metakomunikacijski minimalizam« (Cystal, 200, 41):

»Tekstualni cyber prostor filtrira sve osobne kvalitete koji se posreduju, odnosno samosvjesne elemente koji se pojavljuju u pisanom jeziku. Fatičke ili metakomunikativne aluzije, lingvistički i paralingvistički znaci, koji odražavaju socijalne veze između pošiljatelja i primatelja poruke, drastično su smanjenje putem tog medija.«
(Crystal, 2001, 41).

Avtori Riva te Galimberti (1998, 21) upozorili su na specifičnost komunikacijske dinamike na internetu. Naime, prijemnik on-line poruke (primjerice u forumu ili pričalici, a teoretski to važi i za elektronsku poštu, no praktički rijetko dolazi do takvih slučaja) može se uvijek odlučiti, da prekine odnosno zaključi komunikaciju, ili pak komunikaciju nastavlja, a samim aktom odašiljanja poruke pretvori se u pošiljatelja poruke. Odluka o tome, da li će prekinut interakciju ili će je nastavit uvelike je ovisna od unutranjih čimbenika: kako prijemnik poruke interpretira situaciju, kakvi su njegovi osobni interesi te kakvim se socialnim normama služi u komunikaciji. Avtori su taj element e-komunikacije nazvali »elektronički oportunizam« (Riva i Galimberti, 1998, 21).

4. Da li je „osiromašenost" online komunikacije zapravo njezina prednost?

Novi, tehnološko uvjetovan tip komunikacije utječe, svakako, i na odnos pojedinca ili pojedinke prema vlastitom identitetu, a time i na razumijevanje identiteta drugih učesnika interakcije, dakle na cjelokupnost socijalnih interakcija, koje se formiraju u virtualnom prostoru interneta (Praprotnik, 2004)

Stajališta i teorije glede kompjutorski posredovane komunikacije variraju prema svojim teoretskim polazištima, no svima je zajedničko pitanje u kojoj mjeri kompjutorski posredovanu komunikaciju možemo razumjeti kao medij, sposoban da podupre socijalne odnose. Ili drugim riječima: u kojoj je mjeri ta komunikacija socijalna? Na to pitanje, odgovor su tražile različite teorije, koje su pokušale ocijeniti »socijalnu efikasnost« kompjutorski posredovane komunikacije, te identificirati specijalne uvijete u kojima ta komunikacija podupire ili - naprotiv - oslabljuje socijalne odnose. U procesu interpretacije tog problema, različita socijalno-psihološka istraživanja u pretežnoj mjeri su se fokusirala na tekstualni karakter sinkronih i asinkronih tipova te komunikacije, te uspoređivala ta dva tipa komunikacije sa direktnom (engl. *face-to-face*) komunikacijom (Spears, Lea, Postmes, 2001, 2). Pitanje stupnja »socijalnosti« kompjutorski posredovane komunikacije, dakako, je već u samom početku deterministično, i implicitno daje toj komunikaciji inferiorni status u usporedbi sa neposrednom (direktnom) komunikacijom.

Upotreba kompjutora za uspostavljanje intimnih odnosa, dakako, fenomen je relativno novijeg datuma i za neke pojedince vrlo uzbudljiva aktivnost. Naime, internetom se u naš život mogu uključiti sasvim brezimeni pojedinci i pojedinke, i to bez tjelesne prisutnosti. U tom procesu nastupa i element fantazije, koji je istovremeno i atraktivni element koji privlači pozornost (Praprotnik, 2007a, 256).

U virtualnom prostoru neki ljudi se brže zaljubljuju i takvo stajalište možemo čuti ili pročitati svugdje. Da li to, prije svega, ovisi od karaktera pojedinih ljudi? Veći broj interpretacija kreće se u drugom smjeru, gdje je »pozitivna okolnost« upravo manjak izvjesnih socijalno-kontekstualnih elemenata. Da li manjak nekih elemenata »normalne«, *face-to-face* komunikacije uistinu ograničava formiranje odnosa? Ako pogledamo realne *on-line* prakse, možemo konstatirati, da pojedinci taj manjak mogu donekle umanjiti tako da mogu u virtualnom prostoru zadovoljiti svoje (komunikacijske) želje ili pak svoje fantazije. Osnovna linija takvih razmatranja kreće se u smjeru odsutnosti širih socijalno-kontekstualnih signala (gestikulacija, mimika, intonacija), pa u nekim internetnim situacijama uvelike kontrolirana anonimnost omogućuje intenzivnije zamišljanje partnera ili partnerice, nego u tjelesnim interakcijama (Benschop, 2004). Zašto u virtualnom prostoru postoji puno elektronskim putem uspostavljenih ljubavi, zašto ima toliko flerta? Da li postoji razlika između elektronske ljubavi i direktnog spoja?

Skeptici razumiju elektronsku, virtualnu ljubav kao hladnu, kompjutorski posredovanu »pogrešnu« ljubav koja uništava sve ono što je »autentično« i što je »vrijedno« u međusobnim odnosima. Takva tvrdnja *a priori* pretpostavlja da postoji nekakva univerzalna vrijednost i neki univerzalni kriteriji za selekciju »pravih« i »pogrešnih« osjećaja. Sa druge strane znamo da su ljudi simbolična bića, za čiji je doživljaj svijeta presudna upravo sposobnost da događajima, odnosima ili pojedinim ljudima pripisuju neko značenje koji oni imaju za nas, dakle značenje, koji ne ovisi samo o svakom čovjeku, o pojedinačnim odnosima i slično. Ljude, odnose ili događaje ne volimo (samo) zbog toga što su oni dobri ili ugodni nego obratno: takvi su (naime, dobri ili ugodni) zato što smo im mi dali određeno značenje, odnosno odredili smo takav sadržaj. Upravo zato, i elektronska ljubav, koja čuva svoj odnos samo u virtualnom prostoru, može biti itekako realna, a na tu činjenicu ukazuju primjeri, kada se ljudi suoče sa dilemom, da li da zadrže svoj *off-line* ljubavni odnos ili, pak, da ga zamijene novim *on-line* odnosom. Dakle, ako pojedinci i pojedinke definiraju taj tip elektronske ljubavi kao stvaran, on može postati i po svojim posljedicama stvaran. Da je problematika razumijevanja e-ljubavi zapravo problematika pripisivanja značenja stanovitom odnosu, najbolje nam može ilustrirati situacija »varanja«. Naime, kako će pojedinci ili pojedinke definirati komunikaciju, obojenu erotskim elementima, u koju su putem interneta stupili sa strancem? Kako će je definirati »aktivna« karika, dakle onaj, koji je »varao«, i kako će je definirati »prevareni«, tj. njegov ili njezin *off-line* partner? Da su stvari ozbiljne, i nipošto samo virtualne, možemo pokazati slijedećom činjenicom: u nekim zemljama partner puno vremena provodi na internetu, što je već dovoljan i sadržajan argument za početak brakorazvodnog postupka (Praprotnik, 2007a, 257). Tu još možemo pridodati sljedeće:

„Kada razmišljate o on-line vezama, kako ih vidite? Vidite li ih kao veze koje su ispunjene osjećanjima, produktivnošću, intimom i komunikacijom, ili ih vidite kao veze koje su više dio interpersonalne komunikacije, kao što je stajanje u autobusu punom stranaca ili, pak, traženje plastične ili papirnate vreće na blagajni u dućanu? Sve veći broj istraživanja udaljuje se od interpersonalnog shvaćanja i kreće k ideji da su on-line veze vrlo važne za njihove aktere" (Anstey, 1999, 9).

S druge strane moramo upozoriti na to da anonimnost, pored takozvane »demokratizacijske« strane (odsutnost socijalno-kontekstualnih signala/informacija umanjuje utjecaj socijalnog pritiska na pojedinca ili pojedinku, jer svi

»ulaze« u komunikaciju »nepotpisani« i s istim »startnim pozicijama«), ima još najmanje jednu stranu: odsutnost tih socijalno-kontekstualnih signala, i do neke mjere inherentna anonimnost uvjetuje »ekspanziju« fantazije pojedinaca i pojedinki. Anonimnost je zato često privlačnija strana kompjutorski posredovane komunikacije (Praprotnik, 2007a, 257-258)

Jedna sudionica kaže da ne krije svoj identitet zato što se boji kontakta s drugim ljudima, nego zato što je anonimnost dio same magije- atrakcije tih virtualnih prostora (Baym, 1998, 55). Tu su, naime pojedinci i pojedinke do neke mjere »lišeni« svoje povijesti, što uistinu ne možemo nedvojbeno tvrditi. Pošto je internet samo ekstenzija predvirtualnog svijeta, onda je ta »lišenost« u velikoj mjeri upitna (Praprotnik, 2007a, 258). Anonimnost istovremeno omogučava da se pojedinci prikaže bez „maska" koje upotrebljavaju u svakidašnjem životu. Naime činjenica da anonimnost doživljavaju kao masku (koja ih krije) omogučava da izraze sve one psihološke karakteristike koje kriju u svakidašnjem životu. Zbog anonimnosti svoj on-line život doživljavaju kao igru. Vlastiti odnos do svojih on-line prezentacija često razumiju kao igru. No upravo ta „igra" može dobro izražavat pojedinca.

4.a. "Can't we just do this e-mail thing for now?

Manjak informacija o sugovorniku može prouzrokovati i razočarenje, ako se na primjer takvi virtualni ljubavnici sretnu na materijaliziranom »terenu«, dakle *face-to-face*. Za razočarenje je zapravo »kriva« osoba, koja je uz odsutnost fizičke i mentalne slike idealizirala svog virtualnog partnera ili partnericu. Idealizacija je vrlo bitan element romantične ljubavi, prostor u kome se može partner ili partnerica relativno slobodno konstruirati; njegov izgled i karakter možemo prilagoditi vlastitim željama, a upravo u virtualnom prostoru je to najlakše učiniti. Muškarac ili žena mogu slobodno osmisliti izgled partnera ili partnerica, fizički i mentalni. Tipičan je ovaj primjer: jedna je žena razmjenjivala s kolegom iz susjednog odjela velike korporacije puno intimnih i seksualno obojenih poruka putem elektronske pošte. Njihov je dijalog svakoga dana postajao sve eksplicitniji. Svaki put, kad bi na ekranu ugledala e-adresu svog partnera, što je značilo novu poruku - kako sama kaže - skoro bi doživjela orgazam. No, u svakidašnjim fizičkim kontaktima sa istim muškarcem u prostorijama te korporacije, ništa se nije mijenjalo. Prilikom tih fizičkih susreta, ona je bila uznemirena, on je, pak, ostajao sasvim ravnodušan. Kad joj je bilo dosta te bizarne igre, uvukla je kolegu u svoj ured, upitavši ga hoće li oni početi »hodati« i u stvarnosti. Njegov odgovor bio je doista iznenađujući: *»Ne znam, što da kažem. Možda da, možda ne. Možemo li samo nastaviti tu našu e-mail romancu*?« (Chenault, 1998, 7). Žena - akterica te priče- objašnjava njegovu ravnodušnost na slijedeći način:

„Svakoga dana naši su razgovori postajali eksplicitniji. Kada se aktivira zvuk, da je poruka pristigla, praktički doživim orgazam. Susrečemo se na hodniku, pocrvenim kao glupača, a on se ponaša potpuno normalno. Skamenim se. Potpuno bizarno!" (Chenault, 1998, 7).

Postavlja se pitanje je li se taj muškarac čega bojao? Možda se bojao da će stvarni sastanci uništiti sliku koju je stvorio o svojoj on-line partnerici. Je li problem u tome da nije htio ići „do kraja" te da je, dakle, stalno reproducirao manjak, koji ga je upravo kao manjak – dakle, kao manjak konačne realizacije – najviše radovao, usrećivao i zadovoljavao sve njegove želje? (Praprotnik, 2007a, 259).

5. Interaktivnost ili interpasivnost?

Tehnologija interneta zbog svojih specifičnih tehnoloških mogućnosti omogućuje novi oblik komunikacije, u kom se internet predstavlja kao prvi *many-to-many* medij, koji korisnicima nudi brzu i višesmjernu komunikaciju, te ih ne drži više u pasivnoj ulozi receptora poruka, nego im pruža aktivnu, dijalošku i polilošku interakciju. Kompjutorski posredovana komunikacija u tom pogledu omogućuje formiranje mnogobrojnih i različitih socijalnih interakcija i skoro neograničene mogućnosti (ne) institucionalne komunikacije. Komuniciranje je potaknuto i anonimnošću, a pogotovo činjenicom da se tu srećemo sa sasvim inverznim procesom upoznavanja sugovornika. Kompjutorski posredovane konverzacije i spojevi razvijaju se, kako kaže Albert Benschop „od unutra prema van" (Benschop, 2004, 7): prvo smo suočeni sa međusobnom (tekstualnom) komunikacijom o različitim (lično obojenim) temama (*inside*), i tek poslije možemo upoznati i drugo, dakle fizičku stranu te iste osobe (*outside*). Takva stajališta možemo pronaći i kod učesnika u komunikaciji:

„Jedna od najboljih stvari na net spojevima je to što ne postoje predrasude o izgledu. Možeš prosuđivati braću prema njihovoj dosjetljivosti i inteligenciji, a ne prema tome koliko sliče na Denzela[2] (McLean, 2004, 3)

Interaktivnost kao potencijalno jača strana interneta, zapravo, ne iskazuje se često kao »prednost«, nego u nekim slučajevima na izvjestan način samo kao nekakva »cijena«, koju su ljudi spremni platiti da mogu sudjelovati u tom »internetnom prometu«. Ukoliko se zagledamo u taj internetni promet, možemo brzo uvidjeti da interaktivnost zapravo nije uvijek ono, što ljude tako neizmjerno privlači. Interaktivnost znači mogućnost višesmjernog komuniciranja, koja korisnika ne drži više u pasivnoj poziciji primatelja informacija ili poruka. Korisnik može (ako želi) uspostaviti aktivan

[2] Navođeni korisnik u tom primjeru vjerovatno ima u mislima znanog američkog glumca Denzela Washingtona, koji je (bio) za veliki broj ljudi standard atraktivnosti i (spolne) privlačnosti.

odnos u različitim internet situacijama[3], bilo da su to web stranice, on-line forumi, pričaonice, virtualni svjetovi, elektronska pošta, a u novije vrijeme Facebook, Twitter ili nešto drugo.

Internet ljudima svakako omogućuje višestrano kontroliranje informacija; omogućuje kontroliranje riječi, dakle, brižljivu selekciju riječi i prezentiranje - kako bi rekao Erwing Goffman (Representations in Everyday Life), *expressions given*, a s druge strane, uklanjanje svih drugih »sramnih« elemenata, kojih se stidimo, dakle, takozvanih *expressions given off*. Internet omogućuje *the art of impression management*, dakle idealnu prezentaciju samog pojedinca ili pojedinke. Time kontroliramo i utiske, koje drugi ljudi dobivaju o nama samima. Internet omogućuje veći nadzor komunikacijske dinamike, jer možemo kontrolirati sa kim ćemo komunicirati, kada ćemo komunicirati i koliko ćemo vremena komunicirati, da ne nabrajamo dalje (Praprotnik, 2007a, 262).

Sve te karakteristike kompjutorski posredovane komunikacije, te u samoj osnovi inverzan način upoznavanja ljudi, dakle - kako je već rečeno - *from inside to outside* - pozitivne su strane te komunikacije, koja motivira ljude da tako posjećuju različite *on-line* forume, pričaonice (engl. *chat-rooms*), mjesta na kojima su i sasvim obični ljudi »vidljivi« i na kojima se njihov glas konačno može čuti. No, s druge strane, internet omogućuje i nadzor fizičkog događanja, kontrolira kada, ako uopće hoćemo, ćemo se sresti sa nekom osobom. Ako govorimo o elektronskim spojevima internet, dakle, pruža mogućnost da sami odlučimo da li ćemo se ikad sa nekim virtualnim partnerom suočiti i na »čvrstom tlu«, dakle u neposrednom odnosu (engl. *face-to-face*). »Strukturna karakteristika«, koju Benschop opisuje sa frazom »from inside to outside« (od unutra prema van) razumije se kao »demokratizacijski učinak«, no s druge je strane ta karakteristika za ljude vrlo »ugodna«. Korisnici s iskustvom na internetu često zaključuju da u e-spojevima ne treba ići u fizičku realnost, ne treba pomno birati odjeću za večeru uz svijeće. Virtualni spojevi, dakle, odstranjuju svu »ambalažu«, i svu možebitnu »buku«, s kojima se susrećemo u neposrednoj interakciji. No, ako detaljnije proučimo svu tu argumentaciju, mogli bismo biti malo drskiji i reći da takve konstatacije i takva djelatnost ispod krinke »interaktivnosti« donekle daju dojam pasivnosti (Praprotnik, 2007a, 262).

Kompjutorski posredovana komunikacija svakako pruža raznovrsne mogućnosti i omogućuje uspostavljanje više ili manje kompleksnih međusobnih odnosa. Naša intencija je samo upozoriti da taj tip komunikacije prosto omogućuje izvjestan tip interakcije, koji prije dolaska interneta nije bio moguć. Činjenica da ljudi mogu imati sasvim »hladne« e-odnose, dakako, nikako nije posljedica takvog ili onakvog medija i isto tako nije rezultat (tehnoloških) karakteristika izvjesnog medija, nego »hladni« ili »topli« odnosi ovise o samim ljudima i njihovim predodžbama kakve odnose žele uspostavljati s drugim ljudima. No, internet je svakako na precizniji način omogućio nekim ljudima, da se pokažu i sa druge strane, da dakle u punoj mjeri izraze svoj »interpasivni« potencijal. Mogućnost »pasivizacije« preuzeli su samo neki pojedinci i pojedinke, što opet znači da je »problem« u pojedincima i pojedinkama, a ne u tehnologiji kompjutorski posredovane komunikacije (Praprotnik, 2007a, 263).

Na tom mjestu želimo upozoriti na još jedan element tih socijalnih interakcija. Naime pojedinci i pojedinke mogu izvjesnu »slabiju« stranu interneta (anonimnost, odsutnost konteksta) strateški iskoristiti. Ljudi se mogu uključivati u određeni tip kompjutorski posredovane komunikacije upravo zato što žele reproducirati uvijek isti tip (nefizičkog) odnosa ili pak zato što žele kontrolirati kontekstualne parametre situacije, a možda i zato što žele kontrolirati kakav će tip informacija prenijeti drugim sudionicima *on-line* interakcije (Praprotnik, 2007a, 263).

6. Zaključak: Zašto onda on-line komunicirati?

Direktni je fizički kontakt dvaju ili više sugovornika svakako izvjestan »stres«, koji možemo na internetu »izbjegavati«. Pojedinci odnosno pojedinke, dakle, mogu namjerno odabrati taj medij, koji sam po sebi ne pruža i ne podrazumijeva sve korake, tipične za direktnu komunikaciju. Pošto internet ne nudi fizički odnos (dakle ne omogućuje direktne komunikacije, grljenje, rukovanje, ne zahtijeva poštovanje standardiziranih pravila, kako se mijenjaju sugovornici u interakciji; engl. *the rules of turn-taking*), pojedinci i pojedinke mogu se zaslijepiti spoznajom da su zapravo oni ti, koji ne žele fizički, odnosno, šire uspostavljeni odnos. Kompjutorski posredovana komunikacija nudi »sigurno« okruženje, u kom su konačno »gospodari« vlastitih želja i u kom mogu kontrolirati gotovo sve: »dokle će se spustiti«, da li će samo komunicirati sa svojim virtualnim ljubavnikom ili ljubavnicom, ili će možda svoj odnos preobraziti u »materijaliziran oblik«.

Upravo karakteristika te komunikacije, koja, sama po sebi, ne omogućuje »materijalne« činove može da bude »glavni dobitak« na lutriji međusobnih odnosa. Kompjutorski posredovana komunikacija kao medij ima svoj točno definiran i konačan »plafon«, ivicu, preko koje se jednostavno ne može ići (tu zanemarujemo video i audio dopune, kompjutorske simulatore, koji simuliraju različite »materijalne činove«). Pojedinci i pojedinke prisiljeni su se prilagoditi u toj komunikaciji »ograničenom« mediju i uspostaviti drugačije odnose, jer »materijalnih« prosto ne mogu uspostavljati. U tom slučaju, mogu na medij delegirati svoju vlastitu pasivnost. »Odsutnost« šire uspostavljenog odnosa mogu pripisati samom mediju. Zato što ih je medij »prisilio« u takav odnos, mogu vlastitu pasivnost delegirati na »ograničen« medij: on je kriv zato što oni ne mogu u cjelosti formirati odnos s nekim konkretnim partnerom (Praprotnik, 2007a, 264).

[3] Lingvist David Crystal u svojoj knjizi *Language and the Internet* (2001, 10) navodi da možemo u polju kompjutorski posredovane komunikacije prepoznati, te identificirati 5 šire poznanih internet situacija, koje su istovremeno u tolikoj mjeri distinktivne da se sam jezik, koji se upotrebljava u tim situacijama bitno razlikuje.

Predstavljeni problemi reflektiraju samo dio zanimljivih problema, kojima se bave istraživači, no istovremeno i oni, koji »naseljavaju« taj prostor. Pojednostavljeno razlaganje, koje sve tipove kompjutorski posredovane komunikacije unaprijed dovede pod isti krov tehnološki posredovanih komunikacija, smanjuje dakle polje kritičkog razumijevanja te komunikacije, jer može veliki broj komunikacijskih praksi ili njezinih »devijacija« razumjeti kao jednostavnu posljedicu »bezosjećajne« i »hladne« tehnologije, a takvo stajalište vodi u tehnološki determinizam. Upravo je zato bolje proučavati pojedinačne tipove kompjutorski posredovane komunikacije, unutar kojih se mogu preciznije detektirati pojedinosti. Istovremeno možemo vidjeti, kako se unutar pojedinačnih tipova te komunikacije formiraju različite komunikacijske prakse. Pojedini tipovi kompjutorski posredovane komunikacije, dakako, su djelomice ovisne od tehnoloških karakteristika (primjerice: sinkrona – asinkrona komunikacija), no drugi aspekt zalazi na nivo razumijevanja komunikacijskog djelovanja pojedinca i pojedinki (Praprotnik, 2003, 145-146). Razumijevanje kompjutorski posredovane komunikacije je, dakle, u velikoj mjeri, ovisno od samih korisnika i njihovog razumijevanja što (mogu) očekivati od te komunikacije i što putem nje žele postići.

Sve masovnija participacija svih generacija će u narednim godinama promijeniti, svakako, i neke komunikacijske obrasce. Dio razloga trenutačnih tipičnih oblika e-komuniciranja možemo pronaći u relativnoj mladosti te komunikacije unutar koje još nisu utvrđene sve komunikacijske norme. Upravo odsutnost ili neusklađenost tih normi i sa time povezana odsutnost sankcija u eventualnom slučaju kršenja normi – zajedno s čestom nestalnošću statusa i uloga sudionika – dovodi do činjenice da puno pojedinaca ne zna kako treba učinkovito komunicirati i što treba očekivati od pojedinačnih tipova e-komunikacije i od korisnika ovih virtualnih prostora (Praprotnik, 2007b, 94). Pred nama je još dalje zanimljiv i neizvjesan put on-line komuniciranja i redefiniranja on-line identiteta kojeg daljnji razvoj možemo tek naslućivati.

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INTEGRATION OF ELDERLY PEOPLE IN MODERN COMMUNICATION

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Abstract
This article presents the integration of elderly people in modern communication. At birth, we can talk about aging, as yet an invisible field, which is later on, is shown in many mental, physical and social changes. Today, the number of elderly people increases with extensive speed, so elderly people need to be taken positively with more attention deserved - by that both sides are being prepared for their age. To continue to enjoy the success and quality of life, we must bring to their lives as bigger variety of information as possible - communication technology, which is an influential factor of our lifestyle. The purpose of this article was to determine if the integration of elderly people in modern communication is satisfactory, and how elderly are adapting modern communication. This article is based on a review of relevant literature and sources in English and Slovenian. After analyzing the relevant literature, an analysis of collected data about integration of elderly into modern communication has been made. Today a big factor for non-usage of modern communication among elderly is based on their not-knowledge and ignorance of using the modern communication technologies, that is why it is important that with the help of various institutions, courses and lectures of the usage of information-communication technologies, are being organized. A product that is meant to be used by elderly, needs to be adjusted in that way, that the usage of it is easy and customizable for elderly.

Keywords: aging, integration of elderly people, elderly people, modern communication, information technology

INTRODUCTION

With the extension of life expectancy and the growing number of elderly people, which nowadays became part of our every day's life, many health, social, economic and political problems are encountered. At birth, we talk about aging as something far, far away but with years this »distance« is getting smaller and smaller, and becomes visible in many mental, physical and social changes. Aging is a biological process, which is reflected as a progressive deterioration of physiological functions of the organism, which reduces its ability to maintain balance in the body, thereby increasing sensitivity to change. It is a complex and not yet fully understood phenomena that affect the organism in adult life, and is finally terminated by death. (Ramovš, 2003).
Age is defined in three ways: chronologically (the age of the human body according to the calendar), biological (the age of the human body in relation to the proper functioning of basic bodily functions and cellular processes) and psychological - adventure (how old one feels) (Hojnik - Zupanc 1997). Since we cannot deal with the whole age group in the same way, we divided age chronologically into three periods: early age period (66 Below 75 years) , middle age period (76 to 85 years) and late age period (after 86) (Ramovš, 2003). Chronological age definition is associated with the policies and norms as well as retirement and legislation providing for the elderly, as a person older than 65 years. (Hlebec , Nina Nagode , Bitenc & Kramberger , 2003) .

Education for elderly people

Today, the number of elderly people increases with the extensive speed, so we must accept them as part of our lives and pay them more attention, since this is a part of our indirect preparation for aging. The most efficient help of improving the quality of aging, it the usage of a variety of modern information and communication technologies (ICT), such as computer and mobile phone, which allow us the usage of Internet and mobile telephony. (Lenarcic & Ramovš,2006). Elderly may learn and train of how to use the modern information and communication technologies as well as the Internet in education courses, which are organized and tailored specifically for them, or at home, where they are being assist by their families, grandchildren & children. The use of modern ICT can help elderly people with information about the latest developments at home and abroad, acquiring knowledge on a variety of topics and communicate with friends and acquaintances. Elderly can be active and spend quality leisure time included in the Slovenian University of the Third Age, which has several branches in Slovenia or become members of the Association of Pensioners of Slovenia. The University organizes a variety of activities and courses, including courses about the use of modern information and communication technologies.

Information and communication technology

Information technology includes all the technology that is being used for collecting, processing, storing and protecting data. It refers to computer hardware, computer software and computer network. (Čelebić, Rendulić , 2012) .
Information and communication technology includes the transmission and use of all types of information. It represents the backbone of the economy, and is the initiator of social change of the 21st century. It affects all aspects of life which

we know today, and without it, life would have been almost unthinkable. With the use of ICT, factors such as distance are no longer considered as barriers for accessing information. ICT consists of information technology, telephony, electronic media, all kinds of processing and transmission of audio and video signals as well as all the functions of control and monitoring technology based network. (Čelebić, Rendulić, 2012) .

Information and communication literacy in Slovenia

The report of the evaluation and measures for improving ICT literacy "Competitiveness of Slovenia 2006-2013" represents a link between general literacy and ICT literacy. Participants in the study on the relationship of general literacy and ICT literacy in Slovenia, which assessed their general literacy as low, mostly common assessed also their ICT literacy as low. Those who have assessed their general literacy as high (group of older people), mostly common assessed the ICT literacy on the medium level. (Vehovar, N Brecko , Prevodnik , 2008).

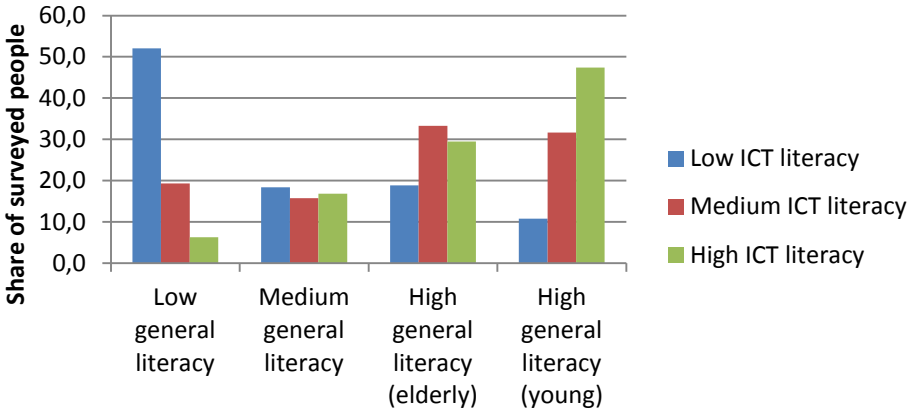


Figure 1: The relationship between general and ICT literacy resource: (Vehovar, N Brecko, Prevodnik, 2008), p. 158

Elderly and information communication technology

Elderly people are a group of people that at studies that were obtained so far, achieved the minimum results in both areas of literacy (general and ICT literacy) .The majority of »not internet & computer user« come from the group of elderly people. One of the biggest barriers to ICT use among the elderly is the lack of opportunities of including them in further education or training of the use of these technologies. One of the main solutions to the increasing of use of information and communication technologies is to promote the education of the use of ICT by the state and voluntary institutions, in order to achieve greater social involvement of elderly people, increase their skills for self-sufficiency, independence and a better life in the rapidly evolving information society. (Vehovar, N Brecko, Prevodnik, 2008).

PURPOSE AND OBJECTIVES OF THE RESEARCH

The purpose of the research is to determine whether the elderly using ICT in order to achieve satisfactory integration of elderly people in modern communication; how the elderly have adopted modern forms of communication; how and by whom the elderly learn how to use modern forms of communication; why they chose to use modern forms of communication and the willingness to attend computer courses, prepared and adapted specifically for them.

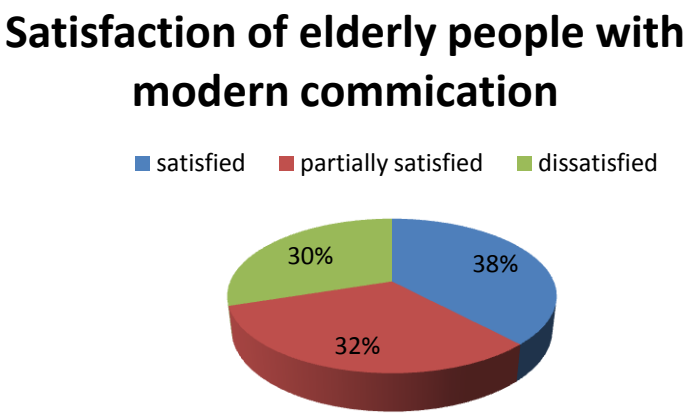
MATERIALS AND METHODS

In this analysis the descriptive method of work has been used. An analysis of the relevant literature in English and Slovenian has been made. After analyzing the relevant literature, we conducted a survey of elderly people, and performed an analysis of the results of the survey. The analysis of relevant literature and the results of the questionnaire were carried out with the help of foreign (PubMed, Google Scholar, Web of Science, ProQuest, ScienceDirect) and Slovenian (Cobiss, DKUM) electronic databases and the software Microsoft Office Excel 2007 and Microsoft Office Word 2007.

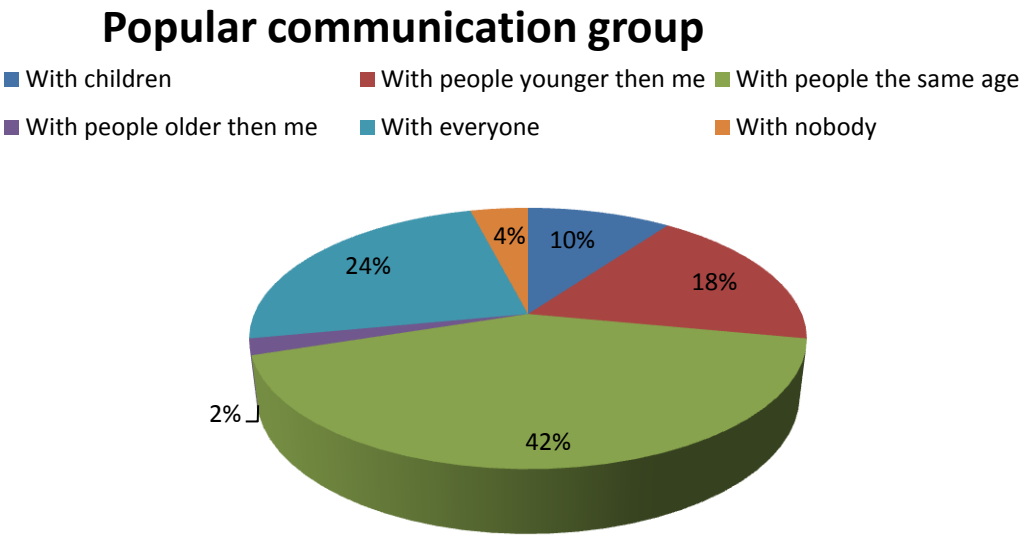
SURVEY RESULTS

The study included 50 elderly people in the area Podravska and Savinjska statistical region. The survey sample consisted of 25 men and 25 women; average age of the people surveyed was 69.7 years. The most respondents were those that were retired for more than 10 years (36%) and more than 20 years (32%). Into the survey sample at least were included elderly people who have been retired for over 30 years; more than 5 years and less than 10 years.

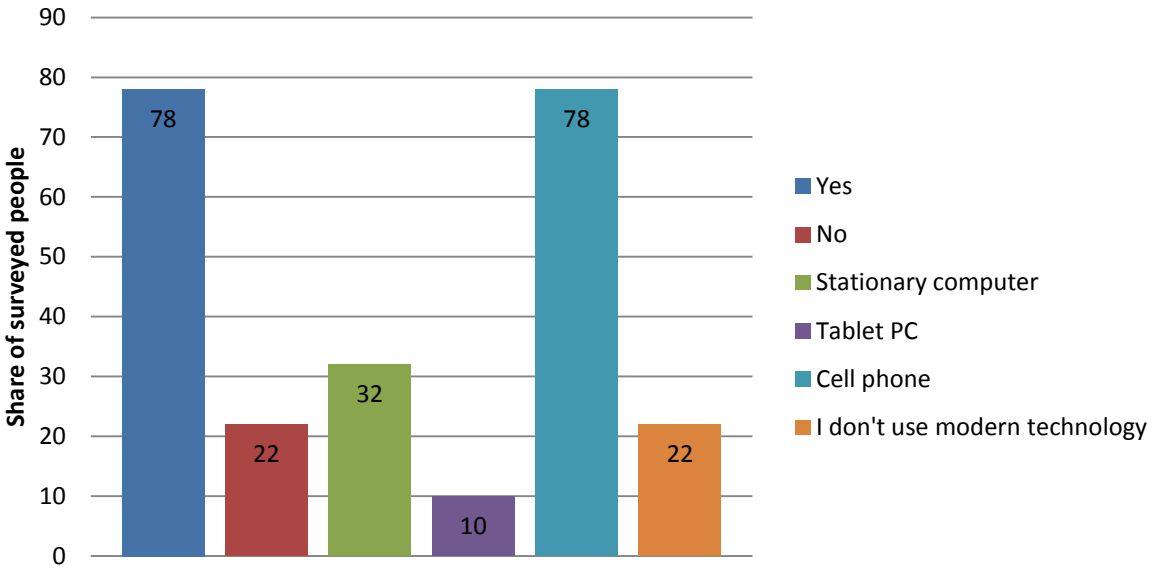
38% of elderly respondents are satisfied with today's communication between people, and 30% of surveyed elderly people are dissatisfied with the present communication.



The surveyed elderly people prefer to interact with people their age (42%), 24% of surveyed elderly people like to communicate with everyone.

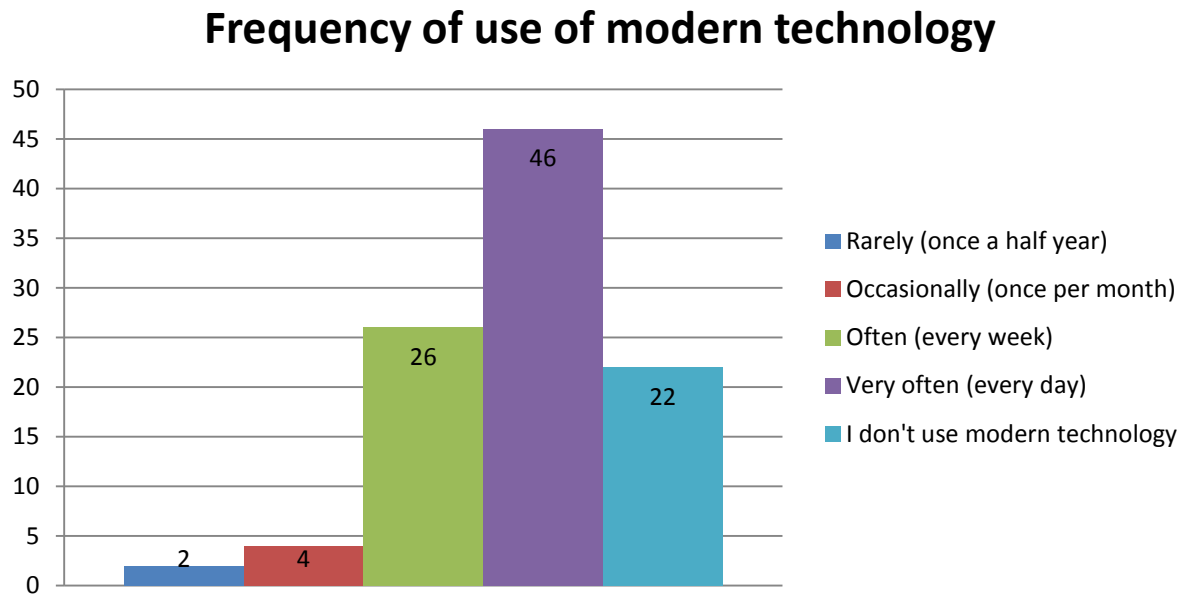


78% of elderly people surveyed using modern technology, 22% of the respondents, do not use it. The respondents commonly used mobile phone (78%) and stationary computer (32%), at least they use a Tablet PC (10%).

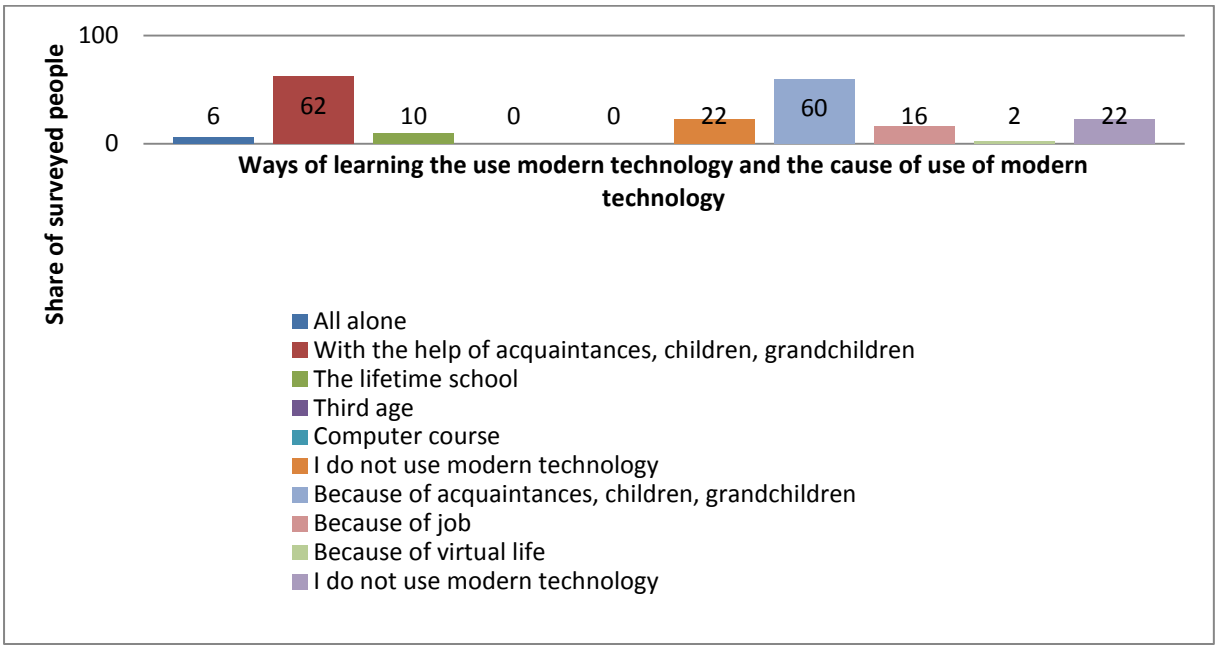


Usage a technology and types of modern technology, used by elderly people

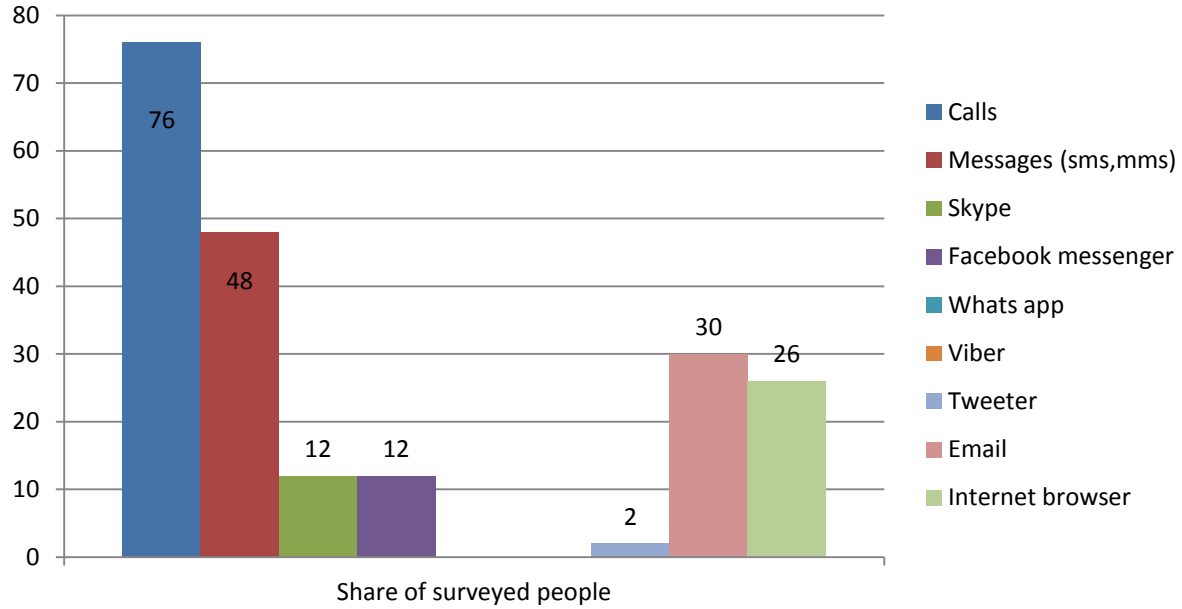
46% of surveyed elderly people use modern technology on regular basis; only 2% of surveyed elderly uses it rarely (1x half of the year).



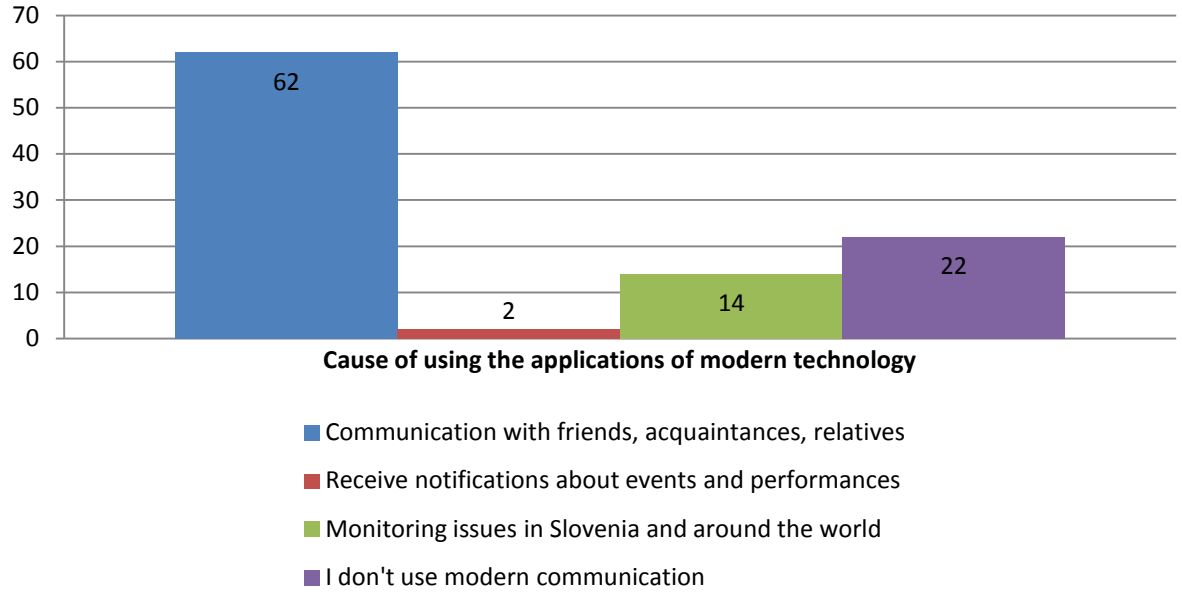
The majority of the surveyed people (62%) have learned to use modern technology with the help of acquaintances, children and grandchildren. None of the surveyed people have learned how to use modern technology via the help of third age education or computer courses. More than half of elderly people surveyed (60%) began to use modern technology because of communication needs with friends, children and grandchildren, at least of elderly people surveyed began to use it because of purposes of virtual socializing (2%).



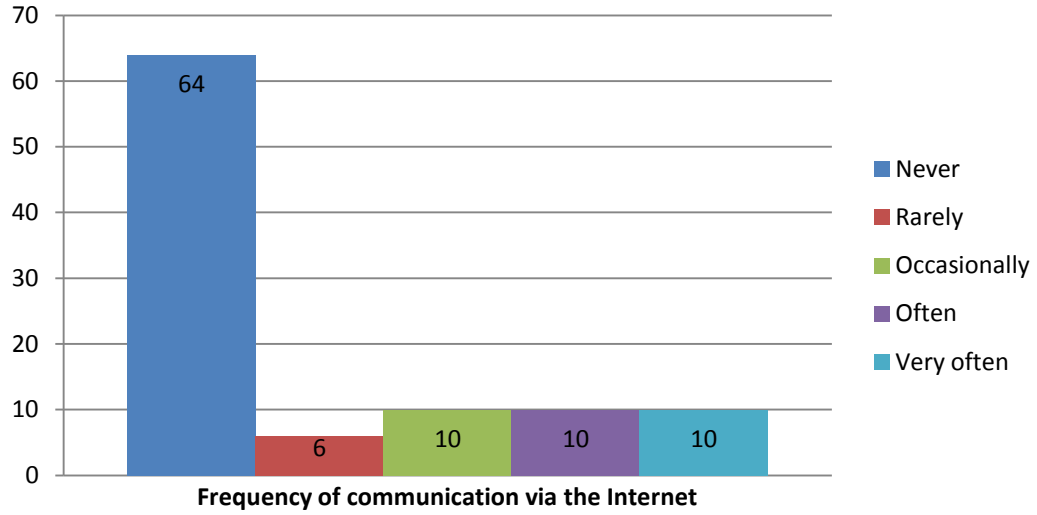
Respondent elderly people most commonly use applications of modern technology to make calls, to write text messages (SMS and MMS), to write e-mails (e-mail) and to browse on the internet. The application of modern technology does not apply to the use Whats app and Viber.



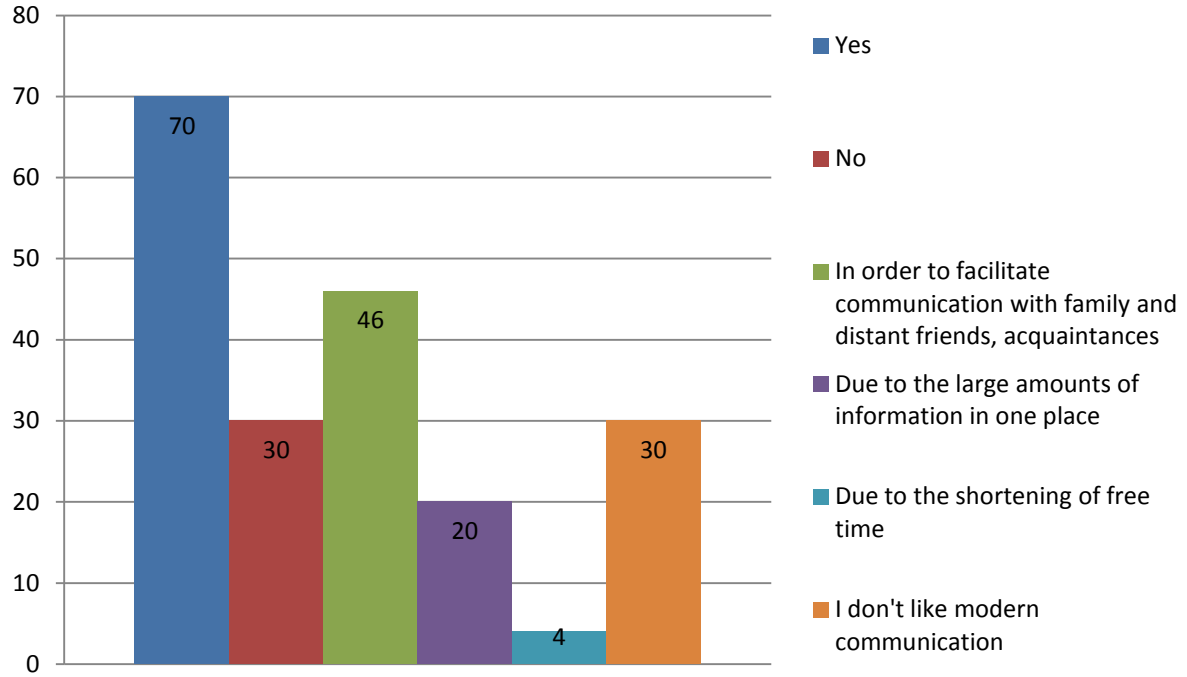
The most commonly used applications of modern technology are used in communications with friends, acquaintances and relatives (62%) and the least to receive notifications of events and performances.



Most elderly people surveyed never communicate via the Internet (64%); very often, often or occasionally communicate via the Internet 10% of all respondent elderly people.

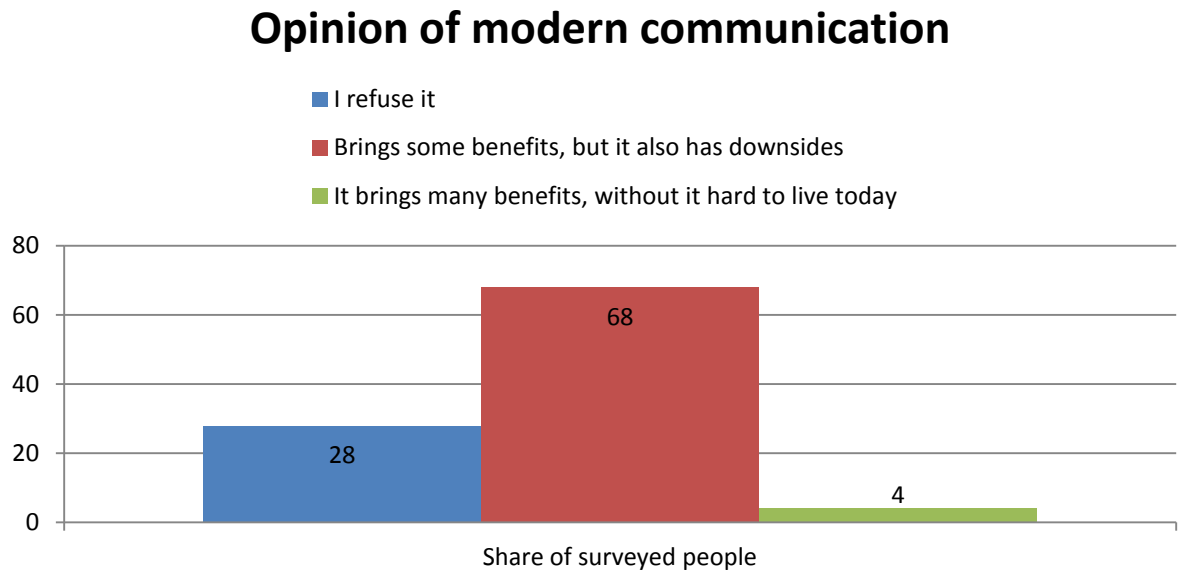


70% of surveyed elderly people like modern communication, while 30% of surveyed elderly people modern communication did not like. Most of surveyed elderly people like modern technology in order to facilitate communication with family and distant friends, acquaintances. At least elderly people liked modern technology due to the shortening of free time (4%).

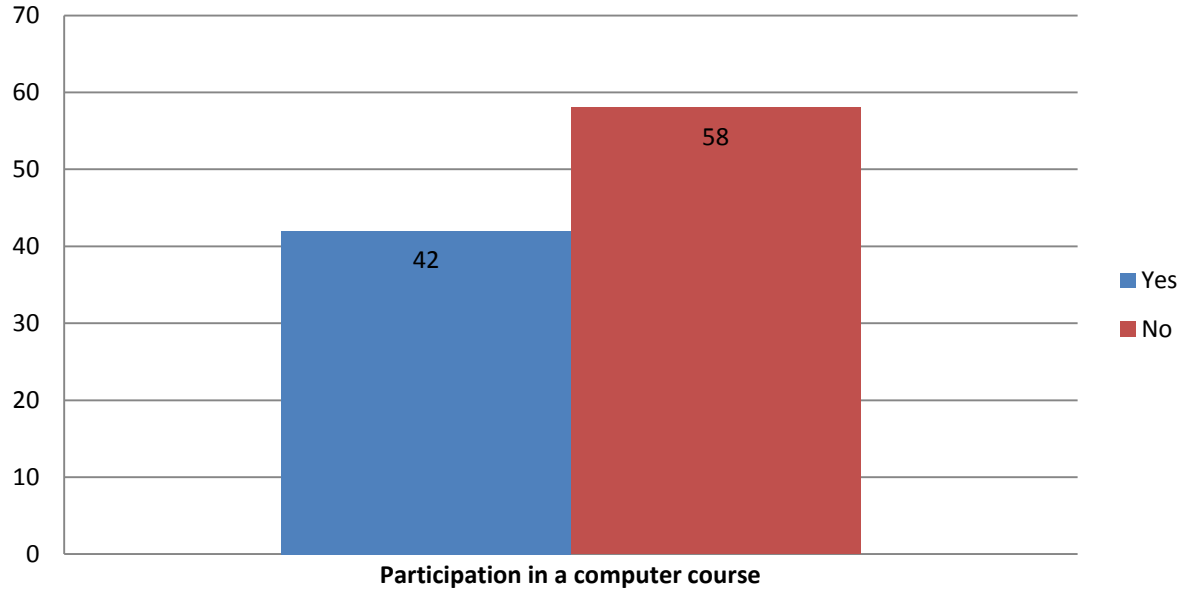


Likeabillitiy of elderly people to modern communications and the reasons of liking

68% of elderly people surveyed were of the opinion that modern communication brings some benefits, but it also has negative sides. 4% of respondent elderly people were of the opinion that modern communication brings many benefits and that without it hard to live today. 28% of respondent elderly people decline the use of modern communication.



More than half of all elderly people surveyed (58%) would not attend in an organized computer course in the vicinity of their home, only 42% of elderly people were of the opinion that they would attend it.



DISCUSSION

The survey showed that 38 % of elderly people surveyed are satisfied with today's communication between people. 30% of elderly people surveyed are dissatisfied with the present communication, 32 % percent of respondents is partially satisfied. The main reason for dissatisfaction with the present form of communication can be attributed to lack of time to communicate, due to rapid and stressful lifestyle, which in the opinion of elderly people surveyed, is the reason that people in the modern world do not know how to communicate personally any more. By their opinion communication without the use of modern communication technology cannot be imagined any more.
Elderly people most likely and consequently most frequently interact with their peers, primarily due to common interests. Surveyed elderly people began with the use of modern technology mainly due to the effects of the environment in which they live. More than half of elderly people surveyed (78%) most frequently used mobile phone. Increased use of mobile devices between the elderly people can be attributed to a simpler, easier and faster communication with relatives, grandchildren, friends and acquaintances. Many elderly people get mobile phones for a gift (birthday gifts, holidays) from relatives, acquaintances and friends in order to facilitate communication with the elderly, whereby they are in some way "forced" to the use of mobile phone. More than half of respondents learned the use of modern communication technology with the help of acquaintances, grandchildren and relatives.
Respondents most commonly used applications such as calls, messages (SMS, MMS), web mail and Internet browser. Applications were most commonly used for communication with friends, relatives and acquaintances.
Less than 15 % of surveyed elderly people rarely; sometimes; often and very often communicate via the Internet. Via the Internet is not communicating more than half (64%) of the respondent elderly people. The reason is mainly due to lack of knowledge of ICT and the correct and safe use of applications.
More than half of elderly people surveyed (58%) would not attend a computer course, even if only that would be carried out in the vicinity of their home. The most common reason for lack of interest of elderly people surveyed, is their rejection of modern communication technologies by favoring personal form of communication (visiting relatives, acquaintances, grandchildren and friends).

CONCLUSION

Man is a social being, which requires for its existence the company of humans and other creatures. The quality and effectiveness of socializing with people is dependent on the communication flow. Through the thousands of years of development the human communication was conducted through letters and personal gatherings. Today, in the 21st century we most common communicate with peers via modern information and communication technologies. The use of information and communication technologies requires knowledge that is most often obtained with the help of relatives, acquaintances and friends throughout their time at school, work, or through the media.
Because of knowledge, that is needed to use ICT, the rapid development of the latter and the lack of presenting the advantages of using such technologies, the elderly often have problems with using the technology, which most often leads to apathy of elderly people using that type of communication.
Elderly people most often have lack of confidence in their ability to use modern ICT, which most often refuse to use it. Lack of confidence in their ability to use modern technology in the elderly population is the most common reason for inhibition of motivation to use it. Elderly feel the fear in the use of modern forms of communication and mistrust in their

abilities (causing failure of technology), due to which they most often do not choose to use this form of communication or reject it even categorically.
Faster pace of life, work and communication requires more rapid development of information and communication technologies and consequently, faster adaptation to the users of technology. Faster development of technology leads to the digital division between younger and older people. Younger people are in work, study and are daily "forced" to continuous education in the use of modern information and communication technologies and adapt only this, where by older people most often lose their desire for further education in the use of modern technology with retirement and theit "settling down".
Elderly are being introduced to the use of modern technology most frequently by relatives, acquaintances and grandchildren, in the form of donation of appliances for modern communication (eg. Mobile telephone) and give them an incentive to use and learn.
One of the reasons why elderly people do not use modern ICT is the unadjustedness of these towards elderly users. Elderly in the use of modern information technology need simple forms, simple icons, and large buttons on appliances, large numbers and simpler instructions for the use of modern information technology. By adjusting the ICT devices and the preparation of simple and understandable instructions for use, elderly people would be more motivated to make more use of modern ICT. With more frequent use, an intergenerational communication link between elderly and younger would be easily formed. Elderly people do not attend computer and other courses on the use of modern ICT mainly due to the lack of interest of the individual and the society in which they live. The participation in educational courses and the education of elderly itself could be increased through various projects, based on inter-generational transfer of knowledge on the use of modern information communication (eg. grandchild - grandparent) and would be implemented for a nominal fee.

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USE OF COMPUTERS AFTER 60

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Abstract
In today's time, when life fast paces us, we almost can not imagine life without using multiple computers. To population, both in our country as well as around the world, life expectancy is increasing. This does not mean that older people are not active. On the contrary, they are involved in various activities (sports, cultural, artistic...), courses (cooking, gardening, language, computer). In short, doing things that they didn't have time to do in working age. Learning and using computers in the third period of life, no longer represents something impossible. Older people often use computers for doing research on their health problems, communication or for fun. They resort to reading the daily news at home and abroad, browsing for a recipes etc. The interest for the computer in the elderly persons is less ofen, especially if they are living alone. For them buying a computer and it's software often represents a significant financial problem. The computer can also represent a fear of the unknown, something that they can ruin or destroy. Intergenerational volunteering, help and learning can change and light up the life of older people.

Keywords: age, computer, intergenerational assistance .

Uvod

U današnje vrijeme kada život ide nemilosrdno brzim tempom, gotovo da više ne možemo zamisliti život bez korištenja računala.

Starenje

U suvremenom društvu postaje sve veći problem staranje stanovnika. Očekivano trajanje života je duže, rađa se manje djece, broj starijih osoba raste (Kožuh, Debevc, 2011).

Među svim stanovnicima Slovenije danas je 17 % starijih ljudi, tj. onih u dobi od 65 ili više godina, prije dvadeset godina, to je bilo 11 %. Većina starijih ljudi, 48 % živi u kućanstvu sa supružnikom bez djece, dok ih 9 % živi samo s jednim djetetom, oko 28 % ih živi samih, a oko 5 % u ukupnom kućanstvu (najviše u staračkim domovima) (Statistični urad RS, 2012).

Penzija

Na kraju radnog profesionalnog života često postoji gubitak određenih funkcija i uloga. Osjećaj nužnosti, izolacije, život bez sadržaja, gubitak ovlasti, odgovornosti i na kraju financijske neizvjesnosti mogao bi, pojedinačno ili kao sindrom, dovesti umirovljenika u prvih nekoliko tjedana ili mjeseci nakon odlaska u mirovinu, do ozbiljne krizne situacije (Birsa, 1992).

Umirovljenje je" izum " modernog doba. Jednostavne plemenske i poljoprivredne zajednice taj način ne poznaju i ne razume. Ljudi rade sve što mogu i do kada mogu. Na taj način, postupno prelaze na lakši posao. Oni se nikada ne osjećaju suvišno. Svako razdoblje života ima svoje značenje za njih. Drugačije je u civiliziranim društvima. Umirovljenje je za neke ljude " blagoslov ", pogotovo za one koji nisu voljeli svoj posao ili su rad osjećali kao teret. Ako imaju " hobi ", umirovljenje im znači stupanje u novo i ugodno razdoblje. Mogu se nositi s brojnim aktivnostima, za koje prethodno nisu imali dovoljno vremena ili koncentracije (Pečjak, 2007).

Učenje u trećoj životnoj dobi

Poznato je, da učenjem zadržavamo svoju vitalnost, održavamo i produbljemo prijateljske veze, kao i stvaramo nove i na taj način poboljšavamo kvalitetu svog života. Treba napomenuti, da nije dovoljno za starije osobe, da sudjeluju u organiziranom obliku obrazovanja i učenja samo dajući im određeni postotak popusta na cijenu (kod nekog programa), nego da se stariji ljudi mogu učiti, na njima određeni način i da su njihovi motivi i prilike za učenje i obrazovanje različiti od ostalih ciljanih skupina, kao i vrlo raznoliki i unutar skupine. Baš kao što je broj stanovnika starijih odraslih raznolik, raznolik je i spektar obrazovnih programa i mogućnosti, koje pružaju organizacije za uključivanje starijh osoba u obrazovanje. Puno oblika neformalnog učenja (učenje putem televizije, audio i video kaseta, korištenje znanstvene literature, korištenje računala, posjete knjižnice i centra za učenje), sretnemo kod starijih odraslih osoba u svakodnevnom životu, koje pridonose očuvanju mentalne fleksibilnosti (Artiček, 2007).

Navedena populacija je obično raznolika grupa, na koju utječe nekoliko oštećenja istovremeno. Suočeni su sa sljedećim ograničenjima;

a) Makularna degeneracija

Smanje se vidno polje i sposobnost, da se oko usredotoči na obližnje objekte, povećava se osjećaj kontrasta i refleksije.

b) Gubitak sluha

Stariji ljudi mogu imati poteškoća u otkrivanju zvukova viših frekvencija i teže slušati sugovornika u bučnom okruženju. Oko 55 % ljudi starijih od 60 godina je gluhih ili naglušnih.

c) Pogoršanje motoričkih sposobnosti

Oko 50 % ljudi starijih od 65 godina, pati od artritisa, 10 % od Parkinsonove bolesti. Problem može dovesti do smetnje sitnih pokreta, kao što je tipkanje i korištenje miša.

d) Utjecaj na spoznaje i znanja (Kožuh, Debevc, 2011).

Studije širom svijeta pokazuju uzlazni trend korisnika računala među starijim osobama i umirovljenicima. Umjesto da rade tradicionalan rad, kao što je rad u vrtu, čitanje knjiga, šetnje, starija populacija voli surfati internetom. Brzi razvoj informacijskog društva nudi nam sve više mogućnosti, da zadovolje potrebe preko računala (Pečenko, Šalamon, Praprotnik, Slabe, Tomažič, 2012).

Kako bi se prevladali problemi, sa kojima se suočavaju starije osobe u korištenju računala i interneta, napravljeno je puno istraživanja. To je posebno važno iz razloga, da mi razumijemo njihov strah od upotrebe računala, njihove potrebe i interese, motivirati ih i usposobiti za korištenje računala uz sudjelovanje mlađe generacije (Kožuh, Debevc, 2011).

U institutu Antona Trstenjaka su dizajnirali i testirali akcije-istražnim modelom međugeneracijskog partnerstva se stvara mogučnost, da se večina starijih ljudi, oni koji to žele, kompjutersko opismene u nekoliko godina. Osim osnovnog učinka tog modela, pokazala bi se i mogučnost, koja je jako važna za razvoj blagostanja v Sloveniji: upotrebom informatičke pismenosti starijih ljudi, se mlade i starije generacije upoznavaju i povezuju. Model radi na principu međugeneracijskog volontiranja (Ramovš, 2012).

One, koji računala i internet ne koriste često, moramo na temelju pozitivnog iskustva uveriti, kako bi bili sigurni u njihovu upotrebu. Ako se odlučimo za učenje, to mora biti prilagođeno starijim korisnicima. To može biti izvedeno u tradicionalnom oblikom ili učenjem na duljinu (Kožuh, Debevc, 2011).

Sve više je e- transakcijskih usluga, koje omogućuju, da obavimo upravne postupke računalom od kuće. U porastu je i e - shopping a opseg on -line kupnje, u posljednje dvije godine se otprilike udvostručio. Britanski umirovljenici prožive u prosjeku oko šest sati tjedno na internetu. Najviše vole kupovati preko interneta, tražiti informacije, slati e-mailove i pričati sa prijateljima. Rade stvari na malo drugačiji način. Oni su povezani sa svojim prijateljima, nalaze se u društvu, upoznaju s novostima i vijestima, kupuju iz kuće, u potrazi su za informacijama o odmoru, bolestima, lijekovima, praktički žive kao i prije (Pečenko, Šalamon, Praprotnik, Slabe, Tomažič, 2012).

Upotreba informacijskih i komunikacijskih tehnologija u Sloveniji je u usporedbi s ostatkom svijeta na prilično visokoj razini, negativna iznimka su stariji (Ramovš, 2012).
Slovenska narodna statistika bilježi, da je u prvom tromjesečju 2011 imalo pristup internetu 73 % kućanstava i da se u jednoj godini taj broj povećao za 5 %. Najčešći razlog, da ljudi nemaju pristup tome je nedostatak znanja. Najmanji udio korisnika interneta je među starijima, od osoba koje su u dobi između 55 i 74 godina ih redovito koristi tek 29 % (Ramovš, 2012).

Metodologija

Upotrebili smo deskriptivnu metodu rada. Traženje literature, koje nam je pomoglo odrijediti teoretičko stajalište je trajalo od januarja 2014 do marta 2014. Podatke smo dobili pomoću anonimnog anketnog upitnika, koji je anketiranima ponuđen u pismenom obliku. Svi, koji su sudjelovali, dobili su informacije o svrsi i cilju pretrage, također o mogućnosti ne odgovoriti. Uzorak je zahvaćao 50 nasumice izabranih ljudi, starih od 60 godine. Podeljenih bilo je 50 upitnika, koji su bili vraćeni i u potpunosti ispunjeni. Istraživanje se odvijalo u februaru 2014. Zanimalo nas je, koliko ljudi posle 60. godine života, upotrebljava računalo, a isto tako, koliko na upotrebu utječe životna okolina (grad- selo).Također nas je zanimalo, koliko puta na tjedan ga upotrebljavaju i u koju svrhu i dali se radi njihove upotrebe manje druže sa prijateljima i porodicom.

Rezultati

U nastavku su prikazani rezultati istraživanja, koje je uključivalo 50 slučajno izbranih ljudi, 23 (46 %) žena i 27 (54 %) muškarca. 24 (48 %) bili su u dobi od 60 do 65 godine, 12 (24 %) od 66 do 70 godine, 11 (22 %) od 71 do 75 godina i 3 (6 %) ispitanih bilo je starijih od 76 godina.14 (28 %) ih je imalo osnovnu školu, 12 (24 %) stručnu školu, 17 (34 %) srednje i 7 (14 %) više obrazovanje. Otprilike polovina 26 (52 %) ispitanika živi u gradu, a 24 (48 %) na selu.

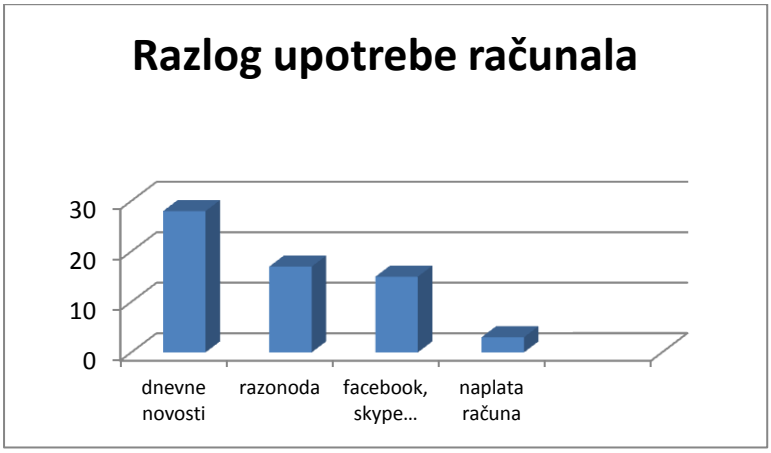
Graf 1: Životna okolina istraživanja

23 (88,5 %) od 26 ljudi, koji žive u gradu koristi računalo, a na selu samo 7 (29 %) od 24 ljudi.

Graf 2:: Životna okolina korisnika računala

Najčešće 21 (70 %) ga upotrebljava svaki dan, 6 (20 %) dva do tri puta na tjedan, i 3 (10 %) računalo upotrebljiva jedan put u tjednu.
Računalo najčešće upotrebljavaju (ponuđeno je bilo više odgovora) za pregled dnevnih novosti (28 odgovorov), za razonodu (17 odgovora), za komuniciranje sa prijateljima, porodicom preko - maila, facebook, twiter, skype; (15 odgovora), i samo 3 razlozi za naplatu računa.

Graf 3: Razlog upotrebe računala



17 (57 %) upotrebnika su navdušili prijatelji, 8 (26 %) družina i 5 (17 %) se ih navdušilo samih za upotrebo računala. Velika večina 25 (83 %) kažu, da se zbog upotrebe računala ne druže manje sa prijateljima, a 5 (17 %), misli drugačije. Skoro svi, 27 (90 %) kažu, da se zbog upotrebe računala njihov život nije promijenio.

Rasprava

U usporedbi sa drugim zemljama, učestalosti korištenja računala u Sloveniji usporedivoj razini. Mladi, tako u školi, na poslu ili kod kuče, upotrebljavaju računalo u različite svrhe. Ljudi, naročito mlađi umirovljenici, u dobi od 60-70 godina, sve više koriste internet za zabavu, čitanje dnevnih novosti ali za komunikaciju sa prijateljima i porodicu. Traže nova znanja, čitajo o stvarima za koje u aktivnom radnom dobu nisu imali vremena. Sa staranjem populacije je u glavnom zbog straha i neznanja, upotreba računala vse manjaVeliki utjecaj ima i životna okolina. Ljudi, koji žive na selu, manje upotrebljivaju računalo od onih, koji žive u gradu. Možda se razlug nalazi u večem obavljanju svakodnevnih poslova ili jednostavno ne postoji zanimamje.

Odluka

Korištenje računala postaje veliki dio naših svakodnevnih poslovnih obaveza, jednako je u privatnom životu. Mnogi ljudi također žele ostati aktivni i nakon odlaska u mirovinu. Učenje u svrsi za korištenje računala je međugeneracijski projekt, sa kojim se nudi mogućnost, da starije osobe dođu do neznanja računalo nije u uporabi .

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VOLUNTEERING AND INTERNET USE AMONG ELDERLY

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Abstract

Active involvement of elderly in social activities is important for the elderly as for the society. Volunteering and use of information technology are only two options for elderly activity in society. With active lifestyles elderly maintain their independence and autonomy. Analysis of the data obtained in the research EQLS 2007 and 2012 shows that elderly in

Slovenia are less active in volunteering then the EU average is. Elderly in Slovenia less use the Internet to communicate with others than the EU average is. The majority of older people in Slovenia do not feel social excluded. If our society want that elderly become more active in society, should adopt appropriate strategies to encourage elderly to volunteering and Internet use.

Keywords: elderly, volunteering, information technology, social inclusion

UVOD

Starije osobe su aktivno uključene u društveno događanje s komunikacijom putem interneta i uključivanjem u volonterski rad. U razdoblju starenja važno je da osobe ostaju aktivne i društveno uključene. S volonterskim radom starije osobe stječu socijalne i komunikacijske vještine, poboljšavaju svoje mentalno zdravlje i društvenu mrežu. Starije osobe koje koriste internet, žive samostalniji život, razviju svoj društveni kapital i održavaju svoje kognitivne sposobnosti. Svako društvo treba poticati starije osobe za volonterski rad i korištenje interneta, kako bi starije osobe zadržala aktivne u društvu.

METODOLOGIJA

Koristili smo kvantitativnu metodologiju istraživanja. Koristili smo podatke iz Evropskog istraživanja o kvaliteti života (European Quality of Life Survey - EQLS), koje je provedeno u 2003, 2007 i 2012. U našem istraživanju koristili smo podatke iz 2007. i 2012. godine, koji su obrađivali područje volonterskog rada i upotrebe interneta. Uzimali smo u obzir podatke za starosnu grupu 65+ na teritoriji Slovenije i prosjek EU-27. Utvrđivali smo razliku aktivnosti starijih osoba između Slovenije i EU-27.

U uzorku iz 2007. godine bilo je za Sloveniju uključenih 280 starijih osoba, a na teritoriji EU-27 6.997 osoba iznad 65 godina. U uzorku iz 2012. godine bilo je za Sloveniju uključenih 270 starijih osoba (64+), na teritoriju EU-27 6.747 osoba iznad 64 godina. Upitnik istraživanja obrađivao je različita područja kvalitete života, za naše istraživanje obrađivali smo područje socialne uključenosti odnosno isključenosti, koja se izrazi sa upotrebo interneta i uključivanjem u volonterski rad.

Volonterski rad kod starijih osoba

Volonterski rad je društveno koristan i slobodna djelatnost pojedinaca koju su svojim radom, znanjem i iskustvom pridonijeli poboljšanju kvalitete života pojedinaca i društva. Kroz volonterski rad jača se solidarnost naroda, potiče razvoj ljudskih vještina i doživotno učenje, također pruža socijalnu koheziju i suradnju u rješavanju problema pojedinaca i društva (Zakon o volonterstvu, članak 2.). Volonterski rad je veza između osobne koristi i pomoći drugima. Pokazuje se kao dijalog između volontera, koji sam po sebi doživljava potrebu za solidarnost, i čovjekom, koji doživljava teškoće zbog nezadovoljenih društvenih potreba (Ramovš, 2001).

Volonterski rad je kamen temeljac civilnog društva, koji starijim osobom nudi osobni rast, sudjelovanje u društvenim mrežama i sposobnost da utječu na događanje u njihovom okruženju. Volonteri doniraju svoje vrijeme, energiju, znanje i dobru volju za dobrobit svoje okoline (Mikuš-Kos, 1999).

Za volonterski rad ljudi sami odlučuju, koriste drugima i ne primaju uplate. Kroz volonterski rad ljudi su usko povezani, a time jačaju društvenu koheziju (Gril, 2007). Sudjelovanje u volonterski rad povećava se sa mirovinu, jer tada ljudi imaju više slobodnog vremena (Wilson, 2000). Starije osobe kroz sudjelovanje u volonterskom radu može izbjeći socijalni isključenosti (Ehlers, Naegele i Reichert, 2011).

Starije osobe postanu volonteri da ispune vrijeme, da nisu sami, kao primjer drugima, da se druže i da se osjećaju korisne (Blazinšek, 2010). Kao motiv za provođenje volonterski rad je važno i povećanje samopoštovanja i osobna rast (Dovidio i Penner, 2006). Kroz volonterski rad starije osobe steknu socijalne i komunikacijske vještine, stjecaju nove vještine i postane tolerantniji, strpljivi i sigurni, poboljšava im se društvena mreža (Gril, 2007). Sudjelovanje u volonterskom radu starijim osobom poboljšava mentalno zdravlje (Musick i Wilson, 2003) i smanjuje utjecaj starenja. Stariji ljudi koji sudjeluju u volonterskom radu može živjeti dulje (Vogler, 1988), također im se poveća njihova funkcionalna sposobnost (Wilson, 2000).

Upotreba interneta kod starijih osoba

Starije osobe u starosti često gube kontakt sa članovima svoje društvene mreže, zato osjećaju usamljenost i socijalnu izolaciju (Cotten, Anderson i McCullough, 2013). Socijalne mreže omogućavaju nove oblike održavanja socijalnih kontakta, sa kojima starije osobe smanjuju socijalnu isključenost (Markovitzky, Anholt i Lipsitz, 2012). Upotreba interneta starijim osobom omogućava duže vrijeme ostati aktivan član društva (Slegers, van Boxtel i Jolles, 2008). Starije osobe putem interneta povećaju socijalne kontakte, što im je u pomoć za neovisan život (Cotten, Anderson i McCullough, 2013).

Korištenje interneta kod starijih osoba raste (Szabo i Huberman, 2010), ali Slovenija i dalje se smatra zemlju sa velikim digitalnim raskorakom (Dolničar, Vukčevič, Kronegger i Vehovar, 2002).

Starije osobe koje koriste internet više komuniciraju, više su samostalniji, imaju bolje mogućnosti za doživotno učenje i bolji dostup zdravstvenim i medicinskim uslugama (Adler, 2002), unapređuje im se fizičko i mentalno zdravlje

(Shklovski, Kraut i Rainie, 2004). Internet starijim osobom, koji su nemoćni i žive sami, predstavlja održavanje kontakta sa svijetom (Magnusson, Hanson i Borg, 2004). Upotreba interneta ima na starije osobe pozitivan utjecaj na njihove kognitivne sposobnosti (Nascimento Ordonez, Sanches Yassuda i Cachioni, 2011), manje su usamljeni i više neovisni (Czaja i Lee, 2007). Upotreba interneta poboljšava kvalitetu života, jer su starije osobe više uključene u društvene aktivnosti. Osim toga, starije osobe imaju više povjerenje u ljude i jači osjećaj sigurnosti (Contarello i Sarica, 2007).

REZULTATI

Rezultati da li se starije osobe osjećaju isključene iz društvenih aktivnosti, da li su zadovoljni društvenim životom i osjećaj koliko su sretni, prikazane su u tablici 1. Podaci o osjećaju isključenosti iz društva pokazuju, da se starije osobe u Sloveniji osjećaju više uključeni u društvo nego starije osobe u EU. Ali su starije osobe u Sloveniji manje zadovoljne društvenim životom i osjećaju se manje sretne nego starije osobe u EU. U godini 2012, starije osobe u Sloveniji osjećale su se više zadovoljne društvenim životom i manje sretne nego 2007. godine.

Osjećam se isključen iz društva	**Slovenija 2007**	**EU-27 2007**	**Slovenija 2012**	**EU-27 2012**
U potpunosti se slažem, slažem se	7,7 %	9,6 %	3,5 %	10,6 %
Nisam ni suglasan, ni nesuglasan	6,3 %	9,2 %	14,4 %	13,1 %
Ne slažem se, u potpunosti se ne slažem	85,3 %	79,7 %	82,2 %	76,3 %
Zadovoljstvo društvenim životom (na ljestvici među 1 i 10)	6,2	6,9	6,6	7,1
Koliko ste sretni (na ljestvici među 1 i 10)	7,0	7,3	6,6	7,2

Tablica 1: Isključenost iz društva, zadovoljstvo društvenim životom, koliko su sretne starije osobe u Sloveniji i u EU-27, 2007. i 2012. godine
Izvor: Eurofound, 2007 i Eurofound, 2012

Rezultati da li starije osobe posvećuju dovoljno vremena hobijima i interesima, prikazane su u tablici 2. Usporedba je napravljena za 2007. i 2012. godinu i za Sloveniju i prosjek EU. Starije osobe u Sloveniji vjeruju, da njihovim hobijima i interesima posvećuju taman vremena, ali se povećava udio starijih osoba koje smatra, da za njihove hobije i interese imaju premalo vremena.

Vrijeme posvećeno hobijima i interesima	**Slovenija 2007**	**EU-27 2007**	**Slovenija 2012**	**EU-27 2012**
Previše vremena	1,9 %	3,0 %	0,9 %	4,0 %
Taman vremena	55,6 %	69,2 %	66,7 %	76,4 %
Premalo vremena	22,4 %	20,2 %	32,4 %	19,6 %

Tablica 2: Vrijeme posvećeno hobijima i interesima u Sloveniji i EU-27, 2007. i 2012. godine
Izvor: Eurofound, 2007 i Eurofound, 2012

U tablici 3 prikazani su rezultati o tome koliko često starije osobe obavljaju volonterski rad. Usporedba je napravljena za 2007. i 2012. godinu i za Sloveniju i prosjek EU. U Sloveniji 2007. godine bilo je 19,5 % starijih volontera, što je nešto niže od prosjeka EU (21,7 %). I u Sloveniji i u EU je visok postotak starijih osoba koje nikada nisu radili kao volonteri.

Koliko često obavljate volonterski rad	**Slovenija 2007**	**EU-27 2007**	**Slovenija 2012**	**EU-27 2012**
Redovito	2,9 %	1,5 %	6,6 %	11,6 %
Povremeno	16,6 %	20,2 %	7,7 %	13,9 %
Nikad	78,8 %	77,2 %	85,6 %	74,5 %

Tablica 3: Čestost obavljanja volonterskog rada u Sloveniji i EU-27, 2007. i 2012. godine
Izvor: Eurofound, 2007 i Eurofound, 2012

Upotreba interneta među starijim osobama 2012. godine u Sloveniji i prosjek EU prikazan je u tablici 4. 80,3 % starijih osoba u Sloveniji nikada nije koristilo internet, dok je bio prosjek u EU 75,4 % starijih osoba. Barem do jednom tjedno koristilo je internet 10,7 % starijih osoba u Sloveniji, dok je prosjek u EU skoro 20 % starijih osoba, koje koriste internet barem do jednom tjedno.

Upotreba interneta	Slovenija 2012	EU-27 2012
Svaki dan ili gotovo svaki dan	6,4 %	14,0 %
Jednom tjedno	4,3 %	5,7 %
Jednom do tri puta mjesečno	1,1 %	1,4 %
Manje često	5,0 %	3,5 %
Nikad	83,2 %	75,4 %

Tablica 4: Upotreba interneta u Sloveniji i EU-27 2012. godine
Izvor: Eurofound, 2012

DISKUSIJA

Starije osobe u razdoblju starenja može doživjeti društvenu izolaciju (Cotten, Anderson i McCullough, 2013). 2007. godine 7,7 % starijih Slovenaca osjetilo se isključeni iz društva, što je manje od prosjeka EU (9,6 %). 2012. godine taj postotak je pao i možemo zaključiti, da je smanjen udio starijih osoba u Sloveniji, koji se osjećaju društveno isključene. Kod usporedbe između Slovenije i prosjekom EU u 2007. i 2012. godini, možemo zaključiti, da se starije osobe u Sloveniji osjećaju više socijalno uključene u društvo nego starije osobe u EU.

Starije osobe u Sloveniji su 2007. godine njihovo zadovoljstvo društvenim životom na ljestvici od 1 do 10, ocijenili ocjenom 6,2, prosjek u EU bio je 7,0. Procjena zadovoljstva u Sloveniji je 2012. godine porasla na 6,6, a porasla je i u EU (na 7,1).

Starije osobe u Sloveniji su 2007. godine ocijenili osjećanje sreće (na ljestvici među 1 i 10) sa ocjenom 7, što je manje od procjene starijih osoba u EU (7,3). Starije osobe su se 2012. godine osjećale manje sretne nego 2007. godine, što valja za Sloveniju i prosjek EU.

Kod utvrđivanja da li starije osobe posvećuju svojim hobijima i interesima dovoljno vremena, nešto više od pola starijih Slovenaca procjenjuje, da njihovim hobijima i interesima posvećuje dovoljno vremena. 69,2 % starijih osoba u EU 2007. godine procjenjuje, da hobijima i interesima posvećuje dovoljno vremena. 2012. godine postotak starijih osoba, koje procjenjuje, da hobijima i interesima posvećuje dovoljno vremena, povećao se i u Sloveniji i u EU. Ali je veći i postotak starijih osoba (i u Sloveniji i u EU) koje procjenjuje, da hobijima i interesima posvećuju premalo vremena.

Starije osobe može kroz sudjelovanje u volonterskom radu izbjeći socijalno isključenost (Ehlers, Naegele i Reichert, 2011). U Sloveniji bilo je 2007. godine 19,5 % starijih osoba koji su uključeni u volonterski rad, prosjek u EU bio je 21,7 %. 2012. godine manje starijih Slovenaca radilo je kao volonter (tek 14,3 %), dok se udio starijih osoba u EU povećao na 25,5 %. Udio starijih osoba u Sloveniji u volonterskom radu u 2012. godini u odnosu na 2007. godino, smanjio se za 5,2 %, a aktivnost starijih osoba u volonterskom radu u EU porastao je za 3,8 %. Društvo u Sloveniji i u EU trebalo bi promicati starije osobe, da više sudjeluju u volonterskom radu, jer im to jača njihov društveni kapital i zdravlje.

Upotreba interneta starijim osobom omogućava duže vrijeme ostati aktivan član društva (Slegers, van Boxtel i Jolles, 2008). 2012. godine 83,2 % starijih osoba u Sloveniji nikad nije koristilo internet, udio starijih osoba u EU bio je 75,4 %. Samo 6,4 % starijih osoba u Sloveniji je koristila internet svaki dan ili uskoro svaki dan, dok je prosjek u EU 14 %. Možemo utvrditi, da je bila upotreba interneta za 2012. godinu među starijim osobama slabo zastupljena. Starije osobe bi trebalo ohrabriti na upotrebo interneta, jer im se može poboljšati kvaliteta života i smanjiti socijalno isključenost.

Ako uspoređujemo volonterski rad i upotrebo interneta kod starijih osoba u Sloveniji, možemo utvrditi, da su bili starije osobe aktivnije kod volonterskog rada nego kod upotrebe interneta. 2012. godine 27,9 % starijih osoba bilo je aktivnih kod volonterstva, a samo 16,8 % starijih ljudi koristilo internet. I starije osobe u EU više su aktivne kod volonterstva nego upotrebe interneta, gdje 30,5 % starijih ljudi sudjeluje u volonterskom radu, a internet ih koristi 24,6 %. I ako su stariji u Sloveniji izrazili osjećanje veće socijalne uključenosti nego što se kaže za starije u EU, možemo utvrditi, da rezultati pokazuju drugačije. Prosjek EU pokazuje, da su njihove starije osobe aktivnije kod volonterskog rada i kod upotrebe interneta nego stariji u Sloveniji.

ZAKLJUČCI

Upotreba interneta kaže starijim osobom novo mogućnost komunikacije, traženje informacija, zabavo i ostale naknade, tako da bi starije osobe trebalo poticati na učestalu upotrebo. Komunikacija je mehanizam za razvoj i održavanje društvenih odnosa. Volonterski rad je važan tako za starije osobe kao i za razvoj civilnog društva. Aktivno sudjelovanje starijih osoba u volonterskom radu ima pozitivan utjecaj na njihovo zdravlje, samopouzdanje i društvenu mrežu. Starije osobe u Sloveniji ne osjećaju se društveno isključeni, ali je njihov angažman u volonterskom radu nizak. Ako društvo želi, da su starije osobe aktivnije u društvu, onda mora podržati odgovarajuće strategije za poticanje starijih osoba u volonterski rad i upotrebo interneta.

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INFORMATION CENTRE FOR THE ELDERLY – AN OPPORTUNITY FOR NEW APPROACHES TO BRINGING GENERATIONS TOGETHER IN SLOVENIA

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Abstract
The population of Slovenia is getting older. Although we live in the information age, it can be established that, owing to the rapid development of new technologies, the access to relevant information for the elderly people is extremely poor. Most old people in Slovenia are computer illiterate or just barely computer literate. Modern mobile telephony and other technologies do not adequately satisfy specific needs of the elderly people. Poor standard of living of the elderly and the effects of individualisation as an entity of modern social life style make the informing of the elderly people even poorer. As international research has indicated, elderly people are practically isolated from information in some places. In our research we studied the situation concerning the level of information accessibility for elderly people in Slovenia. We have found out that the situation is alarming and suggest an innovative solution: establishment of information centres for elderly people, the purpose of which will be to raise awareness in the field of informatics, to give advice to the elderly, to encourage the elderly to take on a more active social role, to strengthen intergenerational transfer of knowledge and to bring generations closer together. Without doubt, all this will contribute to the improvement of the quality of life of the elderly.

Keywords: aging, Slovenia, being informed, bringing generations together, information centre for the elderly

UVOD

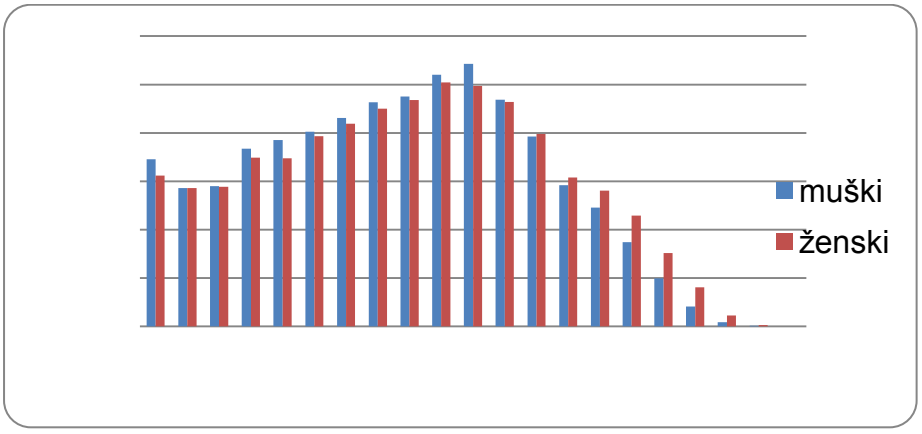
Slovensko stanovništvo stari. Demografska analiza Slovenije prikazuje, da su udio mladog i starog stanovništva danas uravnoteženi, budući da imamo u 2013 godini već 17,5% udjela mladog stanovništva u starosti između 15 i 29 godina i 17,1 % udjela starog stanovništva iznad 65 godina. Demografska predviđanja pokazuju, da će se proces starenja u budućnosti nastaviti i da ćemo imati do 2060 godine samo još 12 % udjela mladih i 33 % udjela starijih ljudi. Povećati će se i udio starijih ljudi iznad 85 godina, što je posljedica produživanja životne dobi. Demografska slika se odražava i u svakidanjem životu, društvenim uvjetima i javnim financijama. Razlozi za takvu demografsku situaciju nalaze se u niskoj rodnosti i smrtnosti, dužoj životnoj dobi i naprednoj medicini. Položaj starije populacije u današnjem društvu nije tako cijenjen kao što bi željeli ili očekivali, iako se pojačaju napori za poboljšanje njihove društvene uloge i ugleda. Starenje je proces, koji doleti svakoga između nas. Istraživanja su pokazala, da je za uspješno starenje važna stabilnost na više područja, kao što su: tjelesno i duhovno zdravlje, ekonomsko stanje, društveni položaj, kvaliteta života u zdravoj okolini. Starenje je znači proces, koji traje od rođenja pa do smrti. Starenje nije samo putovanje kroz život pojedinca, nego i kombinacija bioloških, psiholoških i sociolоških događaja, koji se stalno događaju odnosno vrste tijekom razdoblja života. Važno je, ne čekati sutradan i što prije je moguće početi razmišljati o odgovarajućima akcijama za održavanje kvaliteta života. Uspješno starenje ovisi o različitim faktorima. Svakako se moramo za uspješno starenje pobrinuti u ranoj mladosti i nakon toga tijekom života na različitim područjima: na području tjelesnog, duhovnog, mentalnog (kognitivnog) i emotivnog (emotivnog) zdravlja, društvenog okruženja, povoljnog ekonomskog standarda, utjecaje društvenog okruženja, zdrave životne okoline, zdravog načina života. Starost nije orbitalna/nije neophodna, a bitno je samo, kako ćemo je doživjeti i preživjeti. Vrijeme je, da starost i proces starenja detabuiziramo i da smo svjesni problematike starenja u suvremenom društvu. O problemima informiranosti starijih ljudi u današnjem društvu vrijedi razmišljanja. Na njih se potrebno odazvati i prestati zatvarati oči pred tom činjenicom. Starenje i starijim osobama na području informiranosti društvo ne bi smjelo odmaknuti, nego bi trebalo rukom pod rukom krenuti kroz različite pristupe informiranja u pogledu na potrebe starije populacije i potrebe starenja. Starenje je sigurno i ugodna doba života, ako smo o njoj ispravno informirani, obrazovani i svjesni je i znamo je prihvatiti i živjeti u njoj sa svim svojim prednostima i manama. Do sad ovom području posvetili su premalo pažnje. Živimo u vremenu, kada kvaliteta života starijih osoba usko ovisi o njihovom stanju, društvenim mrežama, uvjetima stanovanja, uslovima u lokalnoj zajednici, pristupa relevantim informacijama i uslugama. Istraživanja upozoravaju, da se starije osobe osjećaju izolirane i imaju vrlo malo ili skoro su bez kontakta sa mlađom generacijom. Komunikacija, uključujući i međugeneracijsku, je vrlo važna u odnosu među ljudskim bićima i ispravno je, da komunikaciju ispravno savladavamo verbalno i neverbalno, zato što znamo, da su stariji mnogo više osjetljivi na različite utjecaje oko sebe. Odgovarajuća komunikacija je nositelj informiranosti društvenih skupina – u našem primjeru starijih. Glavni element međugeneracijskog odnosa je ispravna i uzajamna komunikacija. Međugeneracijska interakcija je važna za međuljudske odnose i solidarnost. Suživot je važan za sve generacije. U našem istraživanju smatramo, da je potrebno izgraditi prave vrijednosti prema sočovjeku bez obzira na to, kojoj generaciji pripadamo. Problem starije generacije je često neispravna informiranost i nedovoljno uspostavljena komunikacija, koja se sa godinama mijenja i nosi neke promjene također na govornom kao na kognitivnom osjećanju stare osobe. Zadaci Gerontološkog informacijskog centra (u nastavku GIC) su uvođenje različitih vrsta savjetovanja, informiranja i promicanje međugeneracijskog odnosa na lokalnoj ili regionalnoj razini. Prednost ovakvog centra je, da korisnik dobije sve potrebne i relevantne informacije i savjetovanje na jednom mjestu. Centar pruža dostupnost svim ljudima, kojim treba bilo kakva pomoć na tom području. Uz pomoć ankete htjeli smo saznati, s kakvim problemima se naši korisnici susreću, kakve su njihove želje, potrebe i da li vidio smisao u uspostavi takvog centra, koji nudi sve oblike informacija, savjeta i pomoći na jednom mjestu.

DEMOGRAFSKA STRUKTURA SLOVENIJE IN ŽUPANIJE ORMOŽ

Prema demografskoj slici vidimo, kako stanovništvo stari. Demografska slika prikazuje, da stanovništvo stari i u narednim godinama povećati će se velik broj starijih osoba. Razlozi za takvu demografsku sliku nalaze se u niskom stupu natalitete, naprednoj medicini i životnom vijeku, koje se povećuje. Slovenska struktura stanovništva krajem 2012 godine je 17, 1 % starijih ljudi iznad 65 godina i 17,5 % mladih ljudi između 15 – 29 godina. Prema statističkim podacima Republike Slovenije u 2013 godini prosječna starost u Sloveniji je 42,1 godina (SURS, 2013). Proces starenja stanovništva ima veliku ulogu na upad natalitete i mortalitete i s tim produživanje života na globalnoj razini, a na regionalnoj je pored rodnosti i smrtnosti još migracija. Rast stanovništva zbog starenja se usporava. Pozitivni prirodni porast se postupno mijenja u negativni. Smanjenje broja rođenih osoba utječe i na upis u različite škole, a povećava se potreba po zdravstvenim uslugama i određenim smještajima. Odnos društva se mijenja zbog promjene broja mladih i starijih osoba. Starija populacija bila je poštovana i prenosi svoja znanja i vještine na mlađu generaciju. Naša slovenska populacija počinje starjeti na prolazu iz 19. u 20. stoljeće. Druga doba u promjeni procesa starenja su prve godine 21. stoljeća, kada se udio žena u rodnoj dobi počeo snižavati, iza godine 2000 i u 2007 je počeo opadati još udio odraslih od 15 - 64 godina (Hlebec, 2009, str. 15-43). Demografska slika danas u Sloveniji je demografski razvitak više stoljetnog razdoblja čimbenika natalitete mortalitete i migracija. Mortaliteta je nestabilniji čimbenik, koji utječe na demografski razvoj budućnosti. Zbog predviđenog očekivanog produživanja života, povećava se broj starijih osoba. A to će zbog većeg broja starog stanovništva pridonijeti pojave potrebe po njezi, opskrbi i drugoj pomoći, koja zahtjeva osobni kontakt. Rođenje utječe na budući demografski razvoj i to je dugoročno najvažnije. U Sloveniji rodnost opada već više

od stotinu godina, a promjene su spore. Nataliteta se mora podignuti za dugoročni napredak Slovenije. Prirodni prirast je razlika između broja rođenih i umrlih. Selidbe su dobre zbog prisiljavanja mladih i zdravih ljudi, obrazovanog kadra i jeftine radne snage. Kod migracija je najvažnija doba spolne strukture, koja utječe na demografski razvoj (Jakoš, 2009, str. 21 – 32). Ukupni podjelak rodnosti u godini 2012 je u Sloveniji bio 1,58, u usporedbi sa godinom 2002, kad je bio 1,21, u tom desetgodišnjem razdoblju je rastao. Usporedba istočne i zapadne Slovenije prema statističkim podacima prikazuje, kakve su razlike između religija, jer je na zapadnom dijelu stupanj rodnosti nekoliko viši od stupnja rodnosti u istočnom djelu Slovenije. Tako je u godini 2012 u zapadnoj regiji stupanj rodnosti bio 1,63 i u istočnoj regiji 1,54. Uzroke za razliku među regijama možemo tražiti u višoj besposlenosti u istočnom dijelu Slovenije (SURS, 2012).
U desetgodišnjem razdoblju između godina 2002 i 2012 je nataliteta u županiji Ormož opadala, najniža je bila 2007 godine, kad se nakon te godine nekoliko podignula, a ponovno počela opadati 2011 godine. U usporedbi sa Slovenijom nataliteta se sa godinama povećavala, postigla visoku rodnost 2010 g. i nakon toga je rodnost počela opadati. Županija ima u uspoređivanom desetgodišnjem razdoblju negativni prirodni prirast, koji se sa godinama periodično niža. Nakon opada negativnog prirasta 2002 g. , ta se 2005 opet poveća i u 2006 godini strmo opada, kad ponovno 2007 g. poraste i ponovno opada do 2010 godine, kad se 2011 ponovno pojavi iznenadan visoki negativni prirodni prirast, koji ponovno opadne 2012 godine. U međuvremenu Slovenija ima od 2006 pozitivan prirodni prirast i sa godinama se veća. Stanovništvo županije Ormož sa godinama opada. 2003 godine je bilo u županiji 17.734 stanovništva, 2013 još samo 12.516. Najveći upad stanovništva je bio 2007 g., kad je broj populacije pao na 13.124. Razloge možemo tražiti u niskoj nataliteti i visokoj mortaliteti i visokom negativnom prirodnom prirastu i selidbi iz županije. Odselio se veći broj ženskih osoba, a u županiju se uselilo više muških osoba. U radno aktivnom stanovništvu prevladavaju osobe muškog spola, a radna aktivnost kod oba spola u uspoređivanom petogodišnjem razdoblju od 2008-2012 opada. Razloge, da muški spol prevladava u radno aktivnom stanovništvu, možemo pronaći u boljoj fizičkoj kondiciji, jer je županija poljoprivredno područje. Stupanj aktivnosti podravske regije, gdje pripada i županija Ormož, 2008 godine je bio 58 % i ostaje konstantan sve do 2011 g., kad počinje opadati. Stupanj besposlenosti se povećava i s tim se stupanj radne aktivnosti stanovništva sa godinama snižava. Prema statističkim podacima Republike Slovenije je u županiji Ormož 2013 g. stanovalo 12.516 stanovnika, od toga 6.284 osoba ženskog spola i 6.232 osoba muškog spola. Udio mladih osoba od 0-14 godina je 14 %, odraslih od 15-64 godina 68 %, starih 65 i više 18 % i kod osoba starijih od 80 udio je 4,6 %. Kao i u ostalima županijama u Sloveniji je udio starijih viši od udjela mladih osoba. Na kvadratnom kilometru površine živi 88,3 stanovnika. Prosječna starost populacije u županiji je 42,6 godine, što znači, da je u županiji veći broj starijih stanovnika. U usporedni sa Slovenijom, gdje je prosječna starost 42,1 godina. Razumijemo, da prosječna starost populacije županije raste brže nego u cijeloj Sloveniji. Indeks starenja za županiju je 128,6, a u Sloveniji 118,1. Podaci prikazuju, da je indeks starenja za ženske u Sloveniji veći od indeksa starenja muške populacije. U županiji Ormož je indeks starenja za ženske 167,4 i taj je veći u usporedbi sa Slovenijom, gdje vrijedi 145,7. Kod indeksa starenja za muške nema većih razlika u usporedbe Slovenije i županije. U Sloveniji indeks starenja za muške osobe je 92,8 a u županiji 93,6 (SURS, 2013).

Graf 4: Stanovništvo županije Ormož razvrstano po starosnoj grupi i odvojeno po spolu

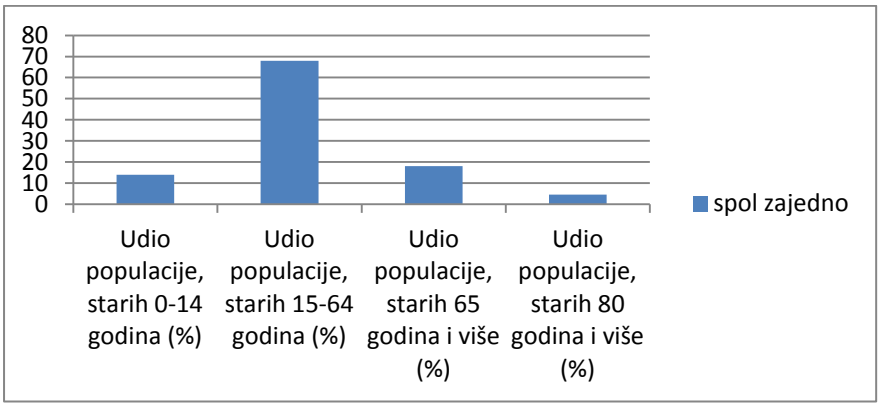


Izvor grafa 1: SURS – Statistični ured Republike Slovenije 2013

Graf prikazuje starosnu strukturu stanovništva u županiji Ormož, odvojeno po starosnoj grupi i spolu. U županiji živi 12.516 stanovnika, od toga je 6.231 osoba muških predstavnika, a 6.284 ženskih predstavnica. Svi stanovnici su raspoređeni po svim starosnim grupama od 0-99 godina, zato što županija Ormož nema stanovnika od 100 godina ili više. Iz grafa možemo utvrditi, da je muških stanovnika do starosne grupe 55-59 nekoliko više u usporedbi sa stanovništvom ženskih osoba. Prema toj starosnoj skupini počinje rasti broj ženskog stanovništva u razdoblju 60-64 godine i ta se postupno veća sve do 100 godina. Razloge za to pronađemo u tome, da imaju ženske duži životni dob od muških, a za žene očekivana životna doba je prosječno 82,7 godina, a za muške 76,6. Vidimo, da u starosnom razdoblju 0-4 godine sa

nijansom prevladava muški spol i u starosnim skupinama 5-9 i 10-14 godina tu se spol podijeli ujednačeno. Od starosne grupe 15-19 godina muški spol polako i ravnomjerno raste, isto tako ženski spol ravnomjerno i polako raste u starosnoj grupi 25-29 sa blagom prevladom muškog spola. U starosnoj grupi 55-59 nema više razlike među spolova, i samo za nijansu ima prednost muško stanovništvo. Populacija stanovništva se počinje nakon starosne grupe 55-59 polako i ravnomjerno snižavati, a prevladava ženski spol. U starosnoj grupi 75-79 godina vide se još veće razlike između spolova, zato što ženski spol prevladava i muških je stanovnika što se starost veća, sve manje.

Graf 5: Udjeli stanovnika županije Ormož po starosti i zajedno po spolu



Izvor grafa 2: SURS – Statistični urad Republike Slovenije

Vidimo, da ima županija Ormož 14,05 % udio stanovnika starih od 0 do 14 godina. Najveći udio stanovništva predstavlja skupina u godinama 15-64 godina, sto je također aktivno stanovništvo i njihov udio je 67,95 %. Starijeg stanovništva je 22,65 % udjela stanovništva od 65 godine dalje. Udio stanovništva starih 65 godina i više je 18,05%, a udio osoba starijih 80 i više je 4,6 %. Istaknuti je potrebno, da ima županija Ormož veliki udio starijeg stanovništva i kroz godine će se udio starijeg stanovništva još samo povećati, a mlađeg stanovnika će bi sve manje, zbog upada natalitete u zadnjih pet godina i tako negativni prirodni prirast.

STAROST I STARENJE

Starenje je proces, koji doleti svako živo biće. Istraživanja životnih prigoda starijih osoba su pokazala, da je za uspješno starenje važna otpornost na više područja – od tjelesnog i duhovnog zdravlja do ekonomskog i društvenog stanja te zdrave okoline. Starenje je proces, koji traje od rođenja do smrti. Starenje nije putovanje kroz život pojedinca, nego kombinacija bioloških, psiholoških i sociooloških događaja, koji se stalno događaju u razdoblju života (Požarnik, 1981).

Ove riječi objasni činjenica Ramovša (2003, str. 27), u kojoj navodi pet vrsta grupne patologije u pogledima i potezima po starosti:

- između mlade, srednje i stare generacije nema dovoljno osobne interakcije;
- stara generacija ne prihvaća svoje starosti
- stariji ljudi su marginalizirani u društvu;
- srednja generacija zanemaruje pripreme na vlastitu starost;
- društvo kasni sa potrebnom pripremom za porast starijeg stanovništva u narednim godinama.

Razlikujemo tri vrste starosti: kronološka starost, koliko smo stari po kalendaru, predstavlja rođenje i na njega ne možemo utjecati. Biološka starost: koliko je staro naše tijelo, s obzirom na ispravno djelovanje osnovnih tjelesnih funkcija i staničnih procesa. Psihološka starost: koliko se osjećamo stari, je kombinacija osnovnih i socijalnih čimbenika i svaki pojedinac u starosti odražava jedinstvenost svog životnog puta (Hojnik – Zupanc, 1997).

Savjest o starenju često uzrokuju posebna susretanja sa vanjskim svijetom. Iznenada u nama se pojavi ideja, da život nije više takav, kao što je nekad bio, a to dovodi do ljudskog nepovjerenja u sebe (Kastenbaum, 1985, st. 48).

Pečjak (2007) u svojoj knjizi tumači biološko starenje kao biološko starenje pojedinog organa, grupe organa i stanica, ali po njegovom mišljenju starenje utječe više manje na cijeli organizam i što je za njega psihološko osobito prikladno, i za vanjski izgled.

Sa društvenom i zdravstvenom problematikom starenje bavi se gerontologija, koja je upravo zbog porasta starijih stanovnika I sama u porastu. Gerontologija se bavi socijalnim i medicinskim aspektima starenja i starosti, njezin cilj je očuvanje tjelesne i mentalne aktivnosti čovjeka u kasnijim godinama (Accetto, 1987).

Naša socijalna gerontologija ozbiljno i otvoreno uzima u obzir 3 čimbenike:

Socijalni pridonosi za vrijeme dviju generacija komunističke socijalne države, uvjerenje kao temeljna kategorija, kršćanini i nevjernici, pogotovo starija generacija – sa poteškoćom vode otvoren ljudski dijalog i plodnu suradnju (Ramovš, 2003, str. 29).

BITNOST KOMUNIKACIJE I INFORMACIJA

Komuniciranje je dio našeg svakodnevnog života, prisutno praktički u svakom momentu, i toliko je očito, da ga praktički i nismo svjesni, zamalo svaki trenutak budnog stanja čovjek je uključen u komunikaciju. Komuniciranje je uslov za svako društveno događanje, u kojem sudjeluju barem dvije osobe (Kavčič, 2004, str. 1).

Bez obzira na to, da li govorimo o verbalnoj ili neverbalnoj komunikaciji, njezin je cilj, da su poruka odnosno informacija sa strane *pošiljatelja* formira na način, da kod primatelja probudi dovoljno pažnje za odaziv u obliku povratne informacije. Komunikacija je uspješna, kad ima utjecaj na sudionike. To znači, da sa njom utječemo na ciljne promijene. O dobroj komunikaciji možemo govoriti kad primaoci razumiju poruku pošiljatelja na način, kako ga je taj zasnovao (Možina in drugi 2011, str. 50 - 53).

Pojam verbalna komunikacija podrazumijeva i usmenu i pisanu riječ. Usmena komunikacija, koje se odvija između najmanje dvije osobe, može biti formalna i neformalna. Prednost govornog komuniciranja je brzina *odašiljanja* poruke primatelju i njegova povratna informacija. Nedostatak dolazi do izraza najviše tad, kad je između pošiljatelja i primatelja uključenih više ljudi. U takvim slučajevima je vjerojatnost, da će poruka na svom putu izgubiti izvornu autentičnost, puno veća (Možina in drugi 2011, str. 54).

Neverbalna komunikacija nisu samo događanja, koja su u pratnji izražavanja ali mu dodaju naglasak. Ti imaju neovisnu komunikacijsku ulogu, koja je nezamjenljiva (Ule i Kline, 1996, str. 44).

Neverbalna ili ne-usmena komunikacija pokriva sve neverbalne poruke, koje nosimo u bilo kojem ljudskom osjećaju, kod kojeg poruku ne *odašiljemo* samo sa gestama, nego i sa fonetikom, osobnim izgledom, urednošću, načinom upotrijebe vremena i prostora itd. (Možina, 2011, str. 56).

Kroz historijo su bile otvorene ruke znak istine, otvorenosti, odanosti i poslušnosti. Na svakodnevnim sastancima ljudi drže dlanove u dva osnovna položaja. Prvi položaj, kad je dlan obrnuta prema gore je tipična za prosjake, koji prose novac i hranu. Drugi položaj, kad dlan gleda prema dole, kao da se muči i zadržava nešto za sebe (Pease, 1997, str. 35).

Za uspješnu komunikaciju sa starijom osobom je pored urazumljene poruke potrebna pažljiva saslušanost. Stariji ljudi žele ispričati svoje priče, o svojim problemima, viđenju i to moramo ponuditi sa našim slušanjem, drugačije se osjećaju neshvaćenim i to može izazvati sukobe i komplicirati stvari. Svoju poslušnost pokazujemo sa neverbalnom komunikacijom i s tim odnosom blagotvorno utječemo na njih. Zbog zdravstvenih problema mogu se pojaviti problemi u komunikaciji starijih osoba, i tome treba obratiti pažnju (Klančnik).

MEĐUGENERACIJSKI SUŽIVOT

Prema statističkim podacima vidimo, da populacija stari i zbog toga je potrebno međugeneracijsko povezivanje, kad se radi o međuljudskim odnosima i solidarnosti. Suživot je moguć među mladima, srednjom i starijom generacijom i različito starijim osobama različitih generacija međusobno. Na taj način se održava društvena mreža i širi se druženje, izmjena iskustva, učenje, stvaranje, podrška, što donosi akterima kvalitetu života, daje osjećaj pripadnosti, prihvaćenosti i sigurnosti, a pomaže kod usamljenosti i poboljšava zdravlje. Kog međugeneracijskog sudjelovanja se uvijek izmjenjuju iskustva znanja, stariji ljudi imaju puno iskustva i znanja, a s druge stran imaju nedostatak u modernoj tehnologiji (vir: Zdus). Dobri međugeneracijski suživot utječe na rast osobnosti i bez međugeneracijske solidarnosti *čovječanstvo će* teško opstati. Glavni element suživota je komunikacija, koja može biti verbalna ili neverbalna i počinjena u interakciji sa drugima (Ramovš, 2004). Međugeneracijsko povezivanje ima pozitivni utjecaj kao na stare i na mlade odnosno mlađe sudionike. Pogotovo starijim ljudima međugeneracijsko povezivanje poboljšava njihovo zdravlje, osjećaje, smanjuje osijecaj usamljenosti, širi se društvena mreža, imaju osjećaj pripadnosti. Mladim ljudima to međugeneracijsko povezivanje donosi nova znanja, iskustva, upoznavanje problema, s kojima će se susretati u starosti, vide, da se može i u starijim godinama nešto raditi, samo na drugi način. Zna se, da je treba aktivnost prilagoditi individualnim sposobnostima i starosti pojedinca, njegovim željama, zdravstvenom stanju, zato što od 90 godišnjaka ne možemo očekivati isto kao od 65 godišnjaka (vir: Sinapsa, 2013). Međugeneracijska solidarnost je povezanost među generacijama, gdje su obuhvaćeni odnosi među ljudima, koji povezuju pojedince i grupe međusobno. Proučavanje se izvodi na raznim razinama. Makro ravan, koja se odnosi na razini države, pored institucionalnih struktura uključuje i vrijednosti, mišljenja, gdje osjetimo napetosti među generacijama i kulturnim normama. Mezo ravan uključuje društveni rad i međugeneracijsko povezivanje, gdje se pored javnog, uključuje i neformalni i nevladin sektor, dobrovoljstvo, susjedski odnosi i drugi neorganizovani oblici. Mikro ravan obuhvaća odnose u obitelji među generacijama (po Černič Istenič, 2013, str. 43 - 56). Svi starimo i nekog dana će nam trebati pomoć, iako samo osmijeh, stisak ruke ili ljubazna riječ. Danas živimo u materijalističkom društvu, ne zanimaju nas tuđi problemi, tuđa osjećanja, ljudi su postali otuđeni, a rezultat toga je usamljenost. Nekad su stariji ljudi bili poštovani, danas su teret mladih. Ob nedostatku moralnog i etičkog stava pojavljuju se česta ovisnost od raznim droga i nasilje. Važno je, da se kod djece već od mladog uzrasta razvija osjećaj za socijalnu kompetenciju i empatija do ljudi općenito, do starijih ljudi, bolesnih ili drugačijih (vir: Berem življenje, 2013). Međugeneracijsko suživot je jedan od tri stuba kvalitetnog starenja, zato sto suživot utječe na mentalno i tjelesno zdravlje, dobro osjećanje, lakše zdravi bolesti, i da suživota nema, pojavila bi se bolovanja i loše tjelesno stanje. Pored suživota stuba predstavljaju još mentalno i tjelesno zdravlje. Zbog brzog starenja stanovništva, morat ćemo brzo nešto poduzeti, kako bi postavili temelje kvalitetnom starenju (Ramovš, 2007). Starije generacije pomažu svojoj odrasloj djeci kod brige za njihovu djecu, sa financijama, a mlađe i srednje generacije pomažu ostarjelim roditeljem.

Međugeneracijsko sudjelovanje je važno, tako vračamo odgovornost za naredne generacije i društvo bez te pomoći i podrške među generacijama ne bi mogla opstati. Zbog starenja stanovništva je međugeneracijska suradnja pod pritiskom i međugeneracijski oblici razmjene resursa su na granici. Treba očuvati starije osobe, a paralelno ulagati u mlade osobe (po Hlebec, 2009, str. 139 – 151). Potrebno je još uvijek puno učiniti, da bi se ostvarila vizija kvalitetnog starenja. Najprije je potrebno ljudima podići savjest i informirati o harmoniji među generacijama i kvalitetnom starenju I mogućnostima, kako bi ih pripremili za starenje i povećan udio starog stanovništva, koji može rezultirati u narednim godinama društvene probleme. Bitnu ulogu kod toga predstavlja vlast i ona mora voditi brigu o tome. Posebnu pažnju mora posvetiti programima, koji se već bave sa međugeneracijskim suživotom i rade na kvalitetnom starenju kod raznih organizacija i skupina. Nove programe i programe, koji već postoje, treba povezivati u cijelosti, ih podržavati I sprovesti. To je uslov za održavanje i razvoj slovenske i europske kulture. Kod svih tema imamo socijalni gerontolozi važnu ulogu, da ljude informiramo o kvalitetnom starenju i suživotu generacija i razvijamo nove društvene inovacijske programe, koji će ljude povezivati međugeneracijsko i na taj način se bolje pripremili na svoju starost.

ISTRAŽIVAČKA PITANJA

Temeljno istraživačko pitanje glasi, što je potrebno promijeniti na području odgovarajuće informiranosti i komunikacije kod rada i brige za starije osobe u slovenskoj okolini i kako ta znanja upotrijebiti za osnivanje GICa. Dodatna istraživačka pitanja:

1. Da li dobijete dovoljno medijskih informacija o starenju, savjete, savjetovanja?
2. Da li po vašem mišljenju stariji ljudi teško pristupaju do bitnih informacija, i dostup među starijima do raznih informacija je loš?
3. Da li bi željeli imati gerontološki informacijski centar, gdje bi bilo moguće dobiti sve potrebne informacije I savjete na jednom mjestu?
4. Smatrate li, da bi s takvim centrom pridonijeli poboljšanju informiranosti među ljudima I starijim osobama?
5. Tko bi po vašem mišljenu trebao financirati djelovanje gerontološkog informacijskog centra?
6. Koje aktivnosti bi trebalo uključiti u gerontološki informacijski centar?

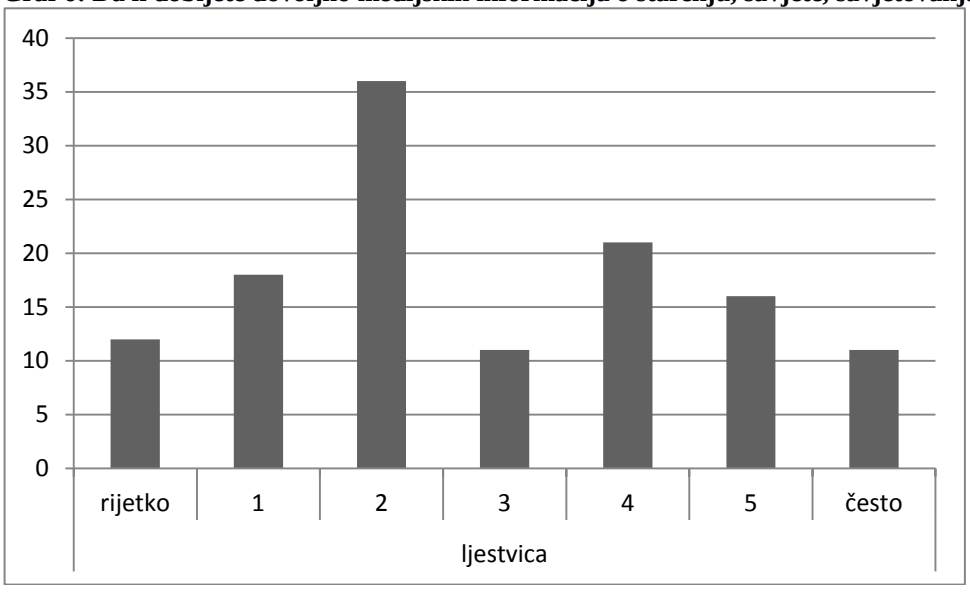
EMPIRIJSKI DIO

Za prikupljanje podataka smo upotrijebili istraživački upitnik sa pitanjima otvorenog i zatvorenog tipa. Podatke za demografsku analizu smo upotrijebili iz web stranica Statističnega urada Republike Slovenije (SURS). Istraživački upitnik je imao 21 pitanje. Anketa je bila izvedena u županiji Ormož u urbanom i ruralnom području. Ispitanici su bili izabrani po *slučajnom* izboru. Uključili smo sve starosne grupe, koje smo ispitivali usmeno na terenu, što nam služi za provjeru hipoteza i kod formiranju GICa. Anketirali smo 125 stanovnika županije Ormož.

REZULTATI ISTRAŽIVANJA

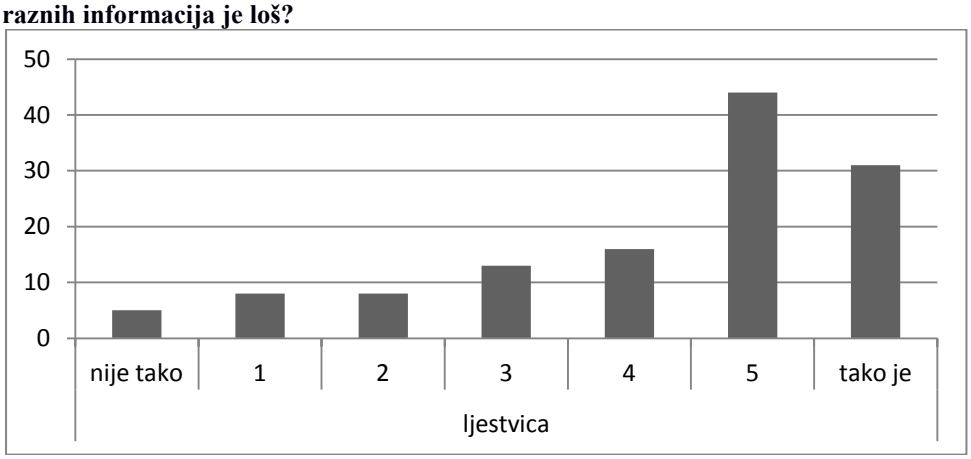
U anketu je bilo uključenih 125 stanovnika županije Ormož, koji su bili slučajno izabrani i od toga je u anketi sudjelovalo 83 osoba ženskog spola i 42 stanovnika muškog spola. Prosječna starost ženskih osoba je 64, 94 godina, muških 66,64 godina, a zajednička starost ispitanika je 65,69 godina.

Graf 6: Da li dobijete dovoljno medijskih informacija o starenju, savjete, savjetovanja?



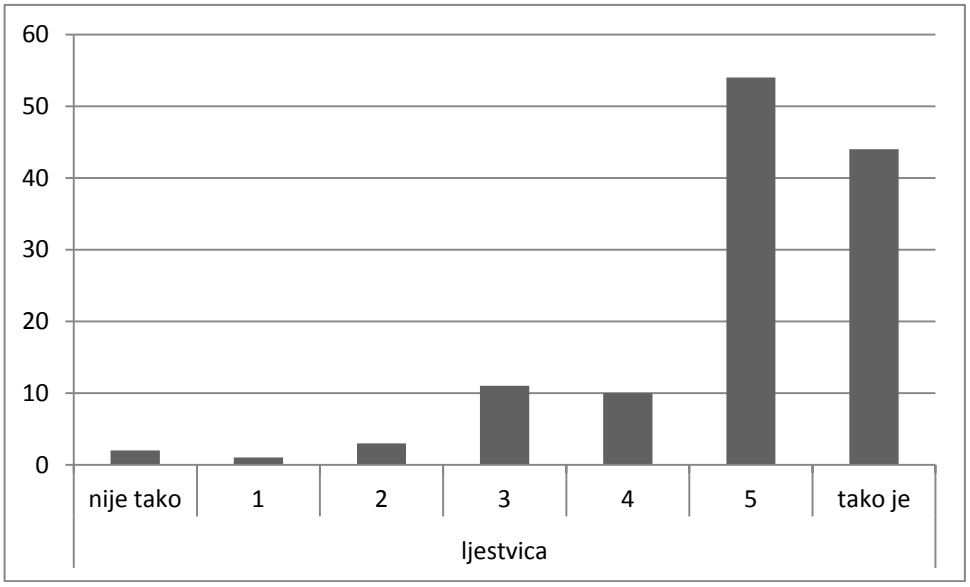
Po mišljenju ispitanika postoji nedostatak medijskih informacija o starenju, koje je razvidno i iz grafa 3. Mišljenja su, da mediji premalo pažnje namjenjuju starosti, da o njoj ne razgovaraju, iako stanovništvo stari, a bilo bi potrebno govoriti o starosti i ljude informirati. Po ocjenama ljestvice ispod rijetko i 1 i 2 su se ispitanici opredijelili, da dobiju malo medijskih informacija, dakle na to pitanje je odgovorilo 65 ispitanika. Neutralno na toj ocjenjivačkoj ljestvici pod 3, se opredijelilo 11 ispitanika, 11 ispitanika za čestu medijsku informiranost na ocjenjivačkoj ljestvici od 4 do 5, i odgovor često izabralo je 48 ispitanika. Zaključujemo, da su stanovnici slabo medijsko informirani i da žele bolje informacije sa strane medija

Graf 7: Da li po vašem mišljenju stariji ljudi teško pristupaju do bitnih informacija, i dostup među starijima do raznih informacija je loš?



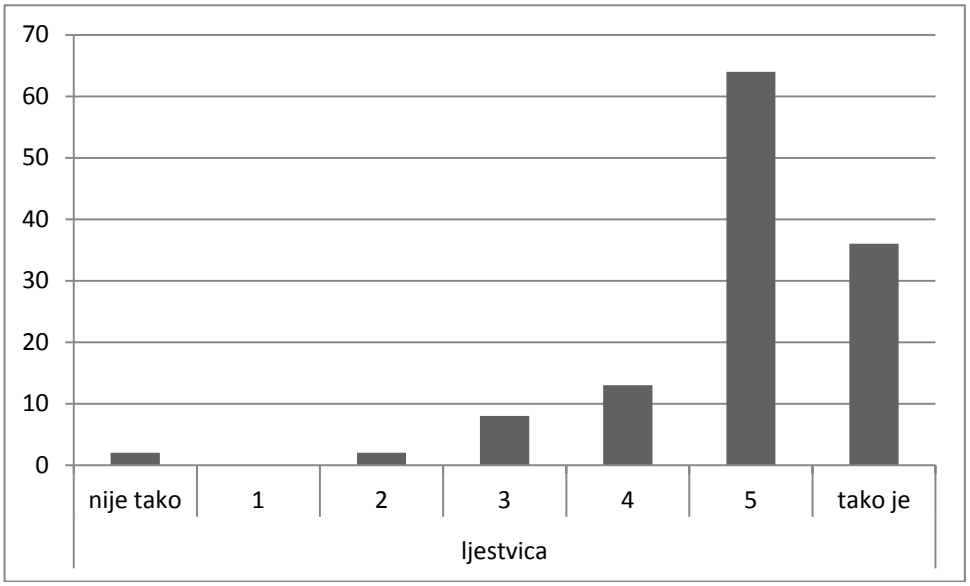
Graf prikazuje dostup informacijama među starijima i ispitanici su mišljenja, da je dostupnost do informacija slaba pogotovo među starijima. Misle, da zavisi od svakog pojedinca posebno, koliko ima zanimanja za informacije, iako nemaju sve starije osobe dostup do medijske informiranosti. Da je dostupnost slaba složio se 91 ispitanik i opredijelili su se po ocjenjivačkoj ljestvici pod tako je, 13 ih je odgovorilo neutralno, a 21 ispitanik misli, da nije tako.

Graf 8: Da li bi željeli imati gerontološki informacijski centar, gdje bi bilo moguće dobiti sve potrebne informacije i savjete na jednom mjestu?



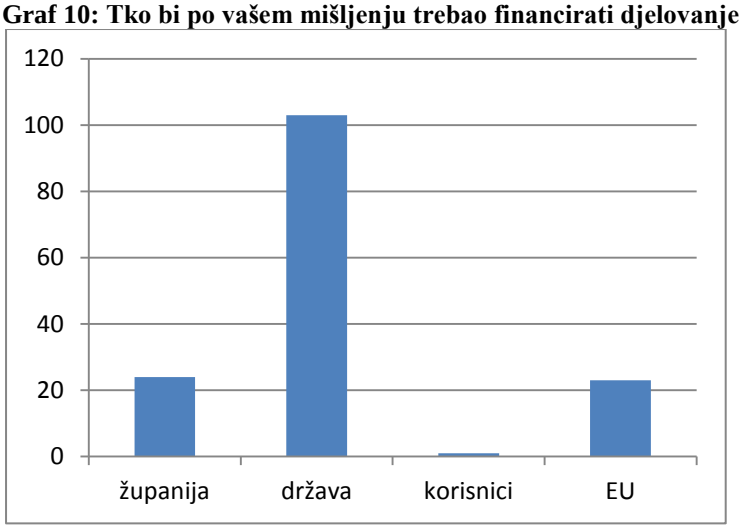
Ispitanici bi željeli imati GIC u blizini, gdje bi dobili sve potrebne informacije na jednom mjestu, što prikazuje graf 5. Na ocjenjivačkoj ljestvici tako je to potvrdilo 108 ispitanika, 11 ih je odgovorilo neutralno, a 6 ih smatra, da nam takav centar ne treba.

Graf 9: Smatrate li, da bi s takvim centrom pridonijeli poboljšanju informiranosti među ljudima i starijim osobama?



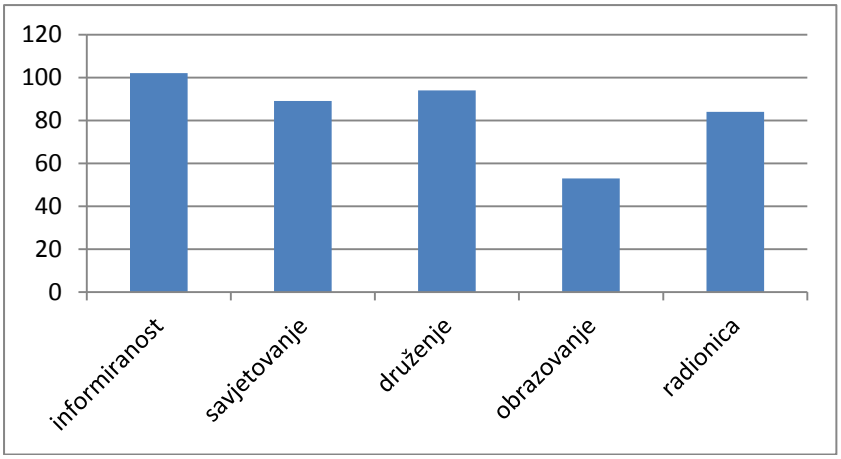
Ispitanici su mišljenja, da bi poboljšali informiranost među ljudima, kad bi imali u blizini gerontološki informacijski centar, što vidimo na grafu 6. Tako je odgovorilo 113 ispitanika, 8 ih je odgovorilo neutralno, a 4 da nije tako.

Graf 10: Tko bi po vašem mišljenju trebao financirati djelovanje gerontološkog informacijskog centra?



Na pitanje, tko treba, da financira aktivnosti gerontološkog centra su se ispitanici složili, da mora država financijski poduprijeti djelatnost novih pristupa za stariju populaciju. To znači, da je odgovor država izabrao 81 ispitanik, odgovor županija 10 i odgovor EU 11 ispitanika, a 1 ispitanik smatra, da bi trebali djelovanje financijski podrijeti i korisnici sami. Neki ispitanici su mišljenja, da je potrebno financijske troškove podijeliti, da nešto krije županija i nešto država odgovorilo je 11 ispitanika, da se troškove podjele država i EU smatra 8 ispitanika, odgovor podjelu troškova za županiju i EU izabrao je jedan ispitanik, a odgovor podjela troškova na županiju, korisnike i EU izabralo je 4 ispitanika.

Graf 11: Koje aktivnosti bi trebalo uključiti u gerontološki informacijski centar?



Iz grafa vidimo što ispitanici misle, koje aktivnost se trebaju uključiti u GIC. Informiranost je izabralo 120, a druženje 94 ispitanika. Savjetovanje i radionice je odgovorilo 89 ispitanika, a sa najmanje odgovora slijedi obrazovanje. Utvrdili smo, da stanovnici žele biti informirani, i da im se s tim savjetuje o starosti, da se druže sa vršnjacima, da se druže međugeneracijsko I da su uključeni u razne aktivnosti I radionice. Razna obrazovanja i edukaciju su izabrali mlađi ispitanici, za starije zaključujemo, da nemaju želje po obrazovanju.

ZAKLJUČAK

Istraživanja su nam odgovorila na temeljno pitanje, da je gerontološki informacijski centar neophodno potreban organizacijski oblik na području informiranja, savjetovanja i brige za starije ljude na slovenskom području. Smatramo, da će okolina i naši korisnici puno pridobiti sa osnivanjem Gerontološkog informacijskog centra, zato što će biti na jednom mjestu dostupne informacije i gdje će se posvetiti svakom pojedincu individualno, jer je cilj GICa, da dobivene informacije i naši korisnici pravilno razumiju. Na taj način mi ćemo smanjiti vrijeme pridobivanja informacija, poboljšati pristup i ponuditi relevantne informacije za poboljšanje mentalnog i fizičkog zdravlja, jer korisnici neće doživljavati stres i raznih nevolja zbog neosviještenosti ili neinformiranosti. GIC će ponuditi puno korisnih i vrijednih životnih, stručnih i međugeneracijskih informacija za korisnike. Smatramo, da takvi centri predstavljaju budućnost za starije korisnike tih aktivnosti. Smatramo, da su takvi centri potrebni i da se mogu širiti po cijeloj Sloveniji. Radimo na povezivanju i sa međunarodnim partnerima. Naša želja, cilj i namjera je, da se GIC širi i postaje prepoznatljiv u širem slovenskom i europskom prostoru.

Gerontološko informacijski centar može se širiti samo u pretpostavki, da će uspješno i stručno djelovati, da će se uspješno promovirati među korisnicima i ostalim zainteresiranim osobama i da će biti dostupan starijim korisnicima. Svi smo svjesni, da stanovništvo u Sloveniji i po svijetu stari. Zato je temeljnog značenja, da smo svjesni, da je potrebno nešto poduzeti za bolju informiranost starijih ljudi.

Ne smijemo ignorirati činjenicu, da je za dobru i kvalitetnu informiranost starijih ljudi bitnog značenja verbalna i neverbalna komunikacija. Neverbalnoj komunikaciji posvećujemo premalo značenja, jer nekim ljudima među nama treba upravo to. Sa starenjem se smanjuju sposobnosti komuniciranja, stariji ljudi teže dostupaju do informacija ili su im teže dostupne zbog raznih faktora u njihovom životu. Bez kvalitetnog informiranja ne postoji kvalitetna starost i to bi htjeli sa našim Gerontološkim informacijskim centrom promijeniti. Iz analize upitnika vidi se, da stanovnici županije Ormož imaju interes za takav centar u svojoj okolini, što znači, da nemaju dostup do važnih informacija, koje su temeljnog značenja za njihovu kvalitetnu starost. Trudit ćemo se, da će svaka potrebna informacija za starije biti dostupna našim korisnicima, jer smo svjesni, da je slaba informiranost problem starije populacije Ormoža. Kao kod svakog projekta pojavilo se pitanje, tko će centar financirati, kakav će biti financijski uložak i tko je zapravo odgovoran za financijska sredstva i dobro djelatnost centra. Iz anketa i analiza zaključujemo, da je država dužna financirati i realizirati takav projekt. Spomenuli smo, stanovništvo u svijetu i u Sloveniji stari, a Ormož je županija sa starijim stanovništvom. Pogotovo zbog negativnog prirodnog prirasta, što znači, da je rodnost u županiji Ormož vrlo niska, zbog toga će se u buduće uvećati udio starijeg stanovništva. Upravo zbog tih faktora moramo nešto učiniti za kvalitetno starenje i starost naše populacije, a pobrinuti se i za stanovnike, koji su na pragu starosti. Iz analize podataka vidi se, da dostupnost do informacija starijih ne ovisi od ruralnog ili urbanog prostora. Ta informacija je za nas korisna, zato što nas dovodi do faktora, da stariji ljudi iz ruralnog prostora nisu manje informirani od ljudi iz urbanog okoline ali oboje imaju u istoj mjeri interes u svojoj okolini imati gerontološki informacijski centar. Rezultati prikazuju, da i stariji ljudi iz urbanog područja žele dostup do informacija. To znači, da nema samo gradski život utjecaj na interes za takvim centrom. U

našem Gerontološkom informacijskom centru ljude zanimaju pogotovo informacije, razna savjetovanja, oblici pomoći, druženje sa vršnjacima ali i želja po međugeneracijskom druženju i povezivanju.

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IMPACT OF REGULAR EXERCISE OF LAUGHTER YOGA ON THE ELDERLY

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Abstract
Watching the entertaining facilities is one of the effective methods of promoting laughter, which in turn affects the blood pressure values and well-being. The purpose of the study was to determine how laughter yoga, which does not depend on understanding humor, effect on blood pressure and well-being.
Research Methodology: In this study, we used the technique of promoting laughter, called laughter yoga which does not depend on understanding humor. It includes respiratory-laughing fun exercises that encourage laughter very quickly. The study involved fifty-two randomly selected volunteers whose average age was 52.5 years. Volunteers were based on a questionnaire on health divided into those who take medications and those who do not. Their well-being, before and after exercise, was assessed using non-standardized numerical nine-stage questionnaire with a scale of 1 to 10. Research was conducted in 2012 in the Laughter yoga club in Maribor, once a week for sixty minutes (ten weeks).
Results: The results showed that laughter yoga has statistically significant effect on the level of blood pressure by volunteers who did not take any medications (N = 41; systolic: 7.73% ($p < 0.0001$), diastolic: 5.83% ($p < 0.0001$)). In volunteers who took medications (N = 11), we observed a drop decrease in the value, without statistically significant differences (systolic: 2.70% ($p = 0.86$), diastolic: 1.41% ($p = 0, 25$)). Statistically significant differences ($p < 0.05$) were observed in the average change in enthusiasm, optimism, connectivity, energy levels, mood, muscle relaxation, breathing awareness, the ability to laugh for no reason. The biggest change was measured in the sense of stress after laughter yoga exercise (60%).
Conclusion: From presented results we can conclude that laughter yoga may be an effective adjunctive method for the prevention of high blood pressure in those who did not take any medications. For those who took them, it will be necessary to do further research on a larger number of people and to examine the influence of drugs. By all volunteers we observed a positive and statistically significant changes ($p < 0.05$) in well-being. Most stood out the stress reduction (60.32%).

Keywords: laughter yoga, blood pressure, well-being, older population, social network.

INTRODUCTION

According to the World Health Organization (World Health Organization [WHO], 2011), chronic diseases (heart disease, stroke, cancer, diabetes and chronic obstructive pulmonary disease) are the leading cause of death in the world, representing 63% of all deaths. Cardiovascular diseases, according to the WHO (2011), are in a great advantage, because 17.3 million people per year die of them, that represents 30% of all deaths. The data in Slovenia is not more optimistic. Institute of Public Health ([IPH], 2011) lists the information that in year 2010 compared to the year 2009, died in Slovenia 3% more people with cardiovascular diseases, that means 40% of all deaths. In view of these facts which confirm that chronic diseases in the world and in Slovenia are on the rise, some scientific articles by various authors (Bennett, 2003; Bennett, & Lengacher, 2006a, 2006b, 2009; Berk et al ., 1977; Fry, & Savin, 1988; Lefcourt, Davidson - Katz & Kueneman, 1990, Miller, & Fry, 2009) demonstrate the impact of humor and laughter on health and well-being . Norman Cousins described in his book Anatomy of an Illness as prescribed by the patient (1971) the power of laughter on the basis of his own experiences. He has facilitated his disease with thirty minutes of laughter, high doses of vitamin C and at least two hours of sleeping. This magic combination helps him to relieve pain and strengthen faith in life.
A new method of promoting laughter, called Laughter yoga (Kataria, 2002), has already been implemented in more than seventy countries around the world. It is a combination of laugh-breathing exercises. In this study, we focused to measure the impact of Laughter yoga on blood pressure and well-being of participants in a free laughter yoga club, which operates once a week. Many of the literature reflect a positive and scientifically proven effect of laughter and humor on well-being in many chronic diseases which include high blood pressure (Chaya e soil in 2008, Suraya - Narayan, 2008). Laughter is also a form of aerobic exercise. Fry & Stoft (1971) argue that laughter can influence the level of oxygen in the lungs much faster than with normal breathing. We can see that one simple organization of regular laughter yoga training affects both aerobic activity and well-being. Mc. Donlad (2004) in his contribution stated that credible laughter programs should be introduced in health systems and society, based on scientific research and that people should motivate themselves for the implementation of laughter and humor in taking care of their own health. Irrespective of all, the existing results speak about the positive effects of laughter and almost no results talk about its side effects. Also interesting is the statement by the gentleman who had cancer and was told that because of the anger, reactions and depression in relation to his diagnosis he became very unpleasant for him-self and the surrounding area. Now, is he due to laughing therapy much more open to new ideas, he is also kinder to others and within him-self even slightly stronger. Despite the fact that his body collapse and changed his mind, he is still vital man because of laughter (Strean , 2009). Strean (2009) also states that the positive impact of laughter and humor was proved in the departments of geriatrics, oncology, intensive care,

psychiatry, rheumatology, at the hospice by accompanying the dying and generally in patient care. Laughter for no reason or Laughter yoga (Kataria, 2002) is not well known in our society and is a relatively new method, which some accepted, others not. Hasan, H., & Hasan, TF (2009) in their study found a statistically significant connection between personal satisfaction and the ability to laugh, which means that the people who were laughing, were emotionally more satisfied. The effects of laughter on the disease and well-being were also written by the Cousins (1976) and Adams & Mylander (1998). Cousins effectively influences his illness with a regular activity of laughter in different ways (humor, laugh like that, video funnies) as specific therapy. Adams's in his Gesundheit Clinic introduces a method of laughter and humor as an important complementary technique in the treatment of patients. He argues that positive attitude and laughter play a significant effect on attitude to the disease and relationship to the medical staff. Bennett et al. (2006a, 2006b, 2009) describe the importance of laughter for well-being, which in turn may also affect treatment. Returning to stress, which can cause many diseases, it can be seen in the literature review, that laughter reduces stress hormones and stimulates the immune system (Berk et al., 1989; Lefcourt, Davidson - Katz & Kueneman, 1990; Kataria, 2002; Bennett et al., 2003). If we feel better, we are optimistic, we have a higher level of energy, less stress, more relaxed muscles and we are more excited. In our body are triggered biochemical processes that may affect our mental and physical health (Adams & Mylander, 1998, Bennett et al., 2003). Berk et al. (1989) poin out that laughing reduces stress hormones, such as epinephrine, cortisol, noradrenaline, which may affect a number of disease complications, as for example, in cardiovascular diseases (Miller et al., 2006) and type 2 diabetes (Hayashi, & Murakami, 2009), and to have feelings of great importance in the development of many diseases (Lefcourt, Davidson - Katz & Kueneman, 1990). Kataria (2002), who was developed this technique together with his wife, on the basis of scientific papers concluded that our body does not distinguish between sincere and done laughing. Endorphins are released with both. And because the laughter yoga is a combination of a beautiful smile-playful exercises, which include breathing (Kataria, 2002), and because we do not need a reason for it, the result is, viewed from the point of view that the people were more able to laugh for no reason after the exercise, extremely positive. Nowadays, this technique is somewhat unusual, because we all are used to laugh with a reason - laugh for no reason with exercises, can make by adult unserious impression and for many people this is inappropriate. For this reason, the exercise in group is much easier because individual is more easily drawn into the action.

METHODOLOGY

In this study, we used the technique of promoting laughter, called Laughter yoga, which does not depend on the understanding of humor, but includes breathing - laughing fun exercises, which quickly lead to laughter. The study included randomly selected volunteers who attend the Laughter Yoga Club in Maribor. They have signed the statement on the participation and completed a questionnaire on health, through whom we wish to know the health status of volunteers. In this study we also want to know how people feel before and after the regular exercise of laughter yoga. For that reason we included non-standardized numerical nine-stage questionnaire about well-being. Parameters by volunteers evaluated were: enthusiasm, sense of stress, optimism, connectedness, energy levels, mood, muscle relaxation, breathing awareness, the ability to laugh for no reason. The questionnaire was structured so that the people evaluated mentioned parameters before and after exercise on a scale 1 to 10. Number 1 represented at least and number 10 represented the most.

Sample

The study included randomly selected volunteers who attend the Laughter Yoga Club in Maribor. They have signed the statement on the participation and completed a questionnaire on health (about medicines and disease they had or have). Condition for participation in the study was the minimum age of eighteen years. Upward age was not limited. The study involved fifty-two randomly selected volunteers (four men and forty-eight women), their mean age was 52.5 years. The youngest volunteer was twenty-four, the oldest was seventy-six. Volunteers were, based on a questionnaire on health, divided into those who take some drugs (N = 11) and those who do not take them (N = 41).

Methodology

The study was based on a quantitative methodology by which we carried out measurements of blood pressure before and after 1 hour Laughter yoga workout. Research was performed in 2012 in the Laughter Yoga Club in Maribor, once a week for ten weeks. In the study we were interested to find out how Laughter yoga impact on blood pressure and well-being by participants who take some drugs and how by those who do not take them. We compared the effects of both.
Blood pressure measurements on the brachial artery were performed before and after exercise. At the same time we also want to know how people feel before and after the regular exercise of Laughter yoga. For that reason we included non-standardized numerical nine-stage questionnaire about well-being. With it volunteers evaluated: enthusiasm, sense of stress, optimism, connectedness, energy levels, mood, muscle relaxation, breathing awareness, the ability to laugh for no reason, before and after exercise on a scale 1 to 10. Number 1 represented at least and number 10 represented the most.

The methods of collecting and processing data

After reviewing the relevant literature, we designed the study. Research was performed in 2012 in the Laughter Yoga Club in Maribor, once a week on Thursdays at 19.30, for ten weeks. For each participant, who has a voluntary approach to research by signing the statement on the participation, we have prepared the folder in which the data was collected. At the first training all participants completed a questionnaire on health (about medicines and diseases they had or have). Blood pressure measurements were performed by automatic measuring instruments. With non-standardized numerical nine-stage questionnaire about well-being volunteers evaluated: enthusiasm, sense of stress, optimism, connectedness, energy levels, mood, muscle relaxation, breathing awareness, the ability to laugh for no reason, before and after exercise on a scale 1 to 10. Number 1 represented at least and number 10 represented the most. The obtained data was processed with the program VassarStats. The first part of the statistical analysis consisted of basic descriptive statistics, which obtained information regarding the frequency, average value, standard deviation (SD) and dispersion of the sample. A more detailed analysis, we made with the bilateral t-test for dependent and independent samples. In order to assess the applicability of the chosen method, we used the calculation of odds ratios (OR) at 95% confidence interval (CI). P-values <0.05 were considered statistically significant.

RESULTS

Table 1: Average values of blood pressure (BP) measurements (mmHg) before and after Laughter yoga exercise of volunteers who do not take any medications (N = 41) and their statistical significance.

N = 41	Before exercise	After exercise	Difference	95% CI; p-value*
	BP (mmHg) ± SD	BP (mmHg) ± SD		
Systolic BP	133,15 ± 18,94	120,65 ± 14,79	9,39 %	12,48 ± 2,54; p < 0,0001
Diastolic BP	87,75 ± 12,86	81,42 ± 10,90	7,21 %	6,38 ± 2,48; p < 0,0001

* *t-test*

Table 1 shows the change in blood pressure at volunteers who did not take any medications (N = 41). By these volunteers, we observed that the systolic blood pressure decreased on average by 12.48 mmHg or 9.39%, diastolic blood pressure by 6.38 mmHg or 7.21%. We get a statistically significant difference (p <0.0001) between the mean values of observed variables.

Figure 1: Average values of blood pressure measurements (mmHg) before and after laughter yoga exercise of volunteers who do not take any medications (N = 41).

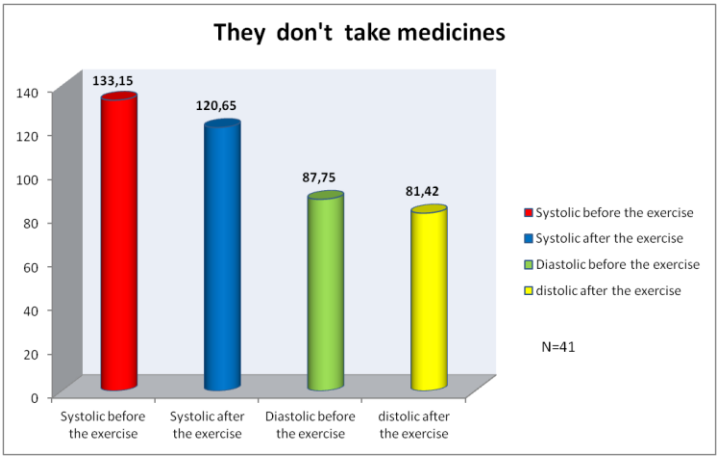


Figure 1 shows the mean change in systolic and diastolic blood pressure at volunteers who were not taking medications (N = 41). Systolic blood pressure decreased on average by 12.5 mmHg. It was reduced from the measured average value of 133.15 mm Hg to 120.65 mmHg. The change in diastolic blood pressure was slightly lower. It decreased from 87.75 mm Hg to 81.42 mm Hg, which is an average of 6.33 mmHg.

Table 2: Average values of blood pressure (BP) measurements (mmHg) before and after laughter yoga exercise of volunteers who take medications (N = 11) and their statistical significance.

N=11	Before exercise	After exercise	Difference	95% CI; p-value*
	BP (mmHg) ± SD	BP (mmHg) ± SD		
Systolic BP	141,54 ± 22,89	137,72 ± 23,23	2,70 %	3,83 ± 4,09; p = 0,06
Diastolic BP	90,18 ± 8,80	88,90 ± 8,33	1,41 %	1,25 ± 6,18; p = 0,66

* *t-test*

Table 2 shows the change in average systolic blood pressure at volunteers who take medications (N = 11) from 141.54 mmHg to 137.72 mmHg, which represents 2.70% (p = 0.06), and the change in the average diastolic blood pressure from 90.18 mmHg to 88.90 mmHg, which corresponds to 1.41% (p = 0.66).

Figure 2: Average values of blood pressure measurements (mmHg) before and after laughter yoga exercise of volunteers who take medications (N = 11).

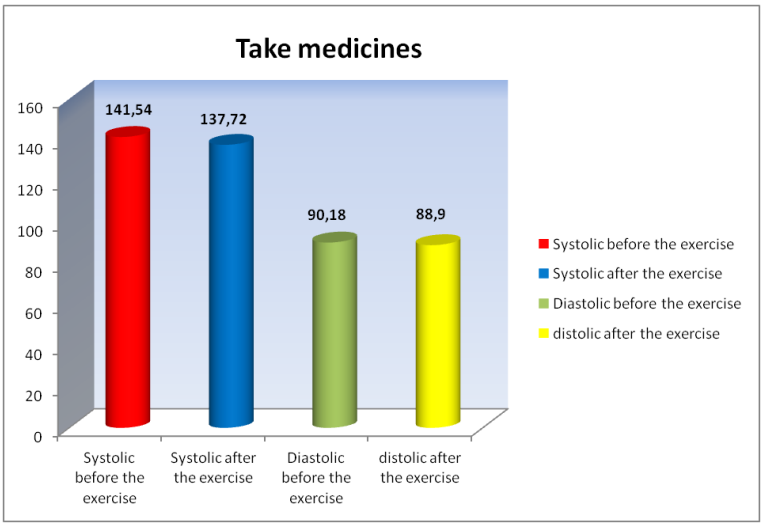


Figure 2 shows the changes in systolic and diastolic blood pressure at volunteers who take medications. From the presented results it can be seen that the average systolic blood pressure decreased by 3.81 mmHg (from 141.54 to 137.72 mmHg). Average diastolic blood pressure also decreased from 90.18 mmHg to 88.90 mmHg, which means an average of 1.28 mmHg.

Table 3: Average differences of well-being changes before and after laughter yoga exercise of volunteers who do not take any medication (N = 41) and their statistical significance.

Do not take any medication N = 41		Change (%)	Average ± SD	p-value	95% CI
enthusiasm	before	33,27	6,73 ± 1,91		
	after		8,97 ± 1,54	p < 0,0001	2,26 ± 0,59

sense of stress	before	63,25	5,17 ± 2,44		
	after		1,9 ± 1,56	p < 0,0001	3,30 ± 0,71
optimism	before	28,77	7,08 ± 1,86		
	after		9,12 ± 1,12	p < 0,0001	2,02 ± 0,43
connectedness	before	37,40	6,18 ± 2,31		
	after		8,49 ± 1,85	p < 0,0001	2,23 ± 0,49
energy level	before	42,64	6,07 ± 1,89		
	after		8,65 ± 1,83	p < 0,0001	2,73 ± 0,51
mood	before	40,83	6,57 ± 1,88		
	after		9,25 ± 1,6	p<0,0001	2,52 ± 0,62
muscle relaxation	before	38,41	6,42 ± 2,15		
	after		8,89 ± 1,12	p < 0,0001	2,45 ± 0,64
breathing awareness	before	45,99	5,71 ± 2,16		
	after		8,34 ± 1,76	p < 0,0001	2,64 ± 0,86
the ability to laugh for no reason	before	39,32	6,49 ± 1,99		
	after		9,04 ± 1,29	p < 0,0001	2,54 ± 0,60

Table 3 shows the changes in well-being and statistical processing of data by volunteers who did not take any medication (N = 41). From the date we can observe that volunteers were after laughter yoga in less stress (63.25%), that they had more energy (42.64%) and that they are more aware of breathing (45,99%). All parameters were after exercise statistically significant (p <0.0001).

Figure 3: Average values of well-being changes before and after laughter yoga exercise of volunteers who do not take any medication (N = 41).

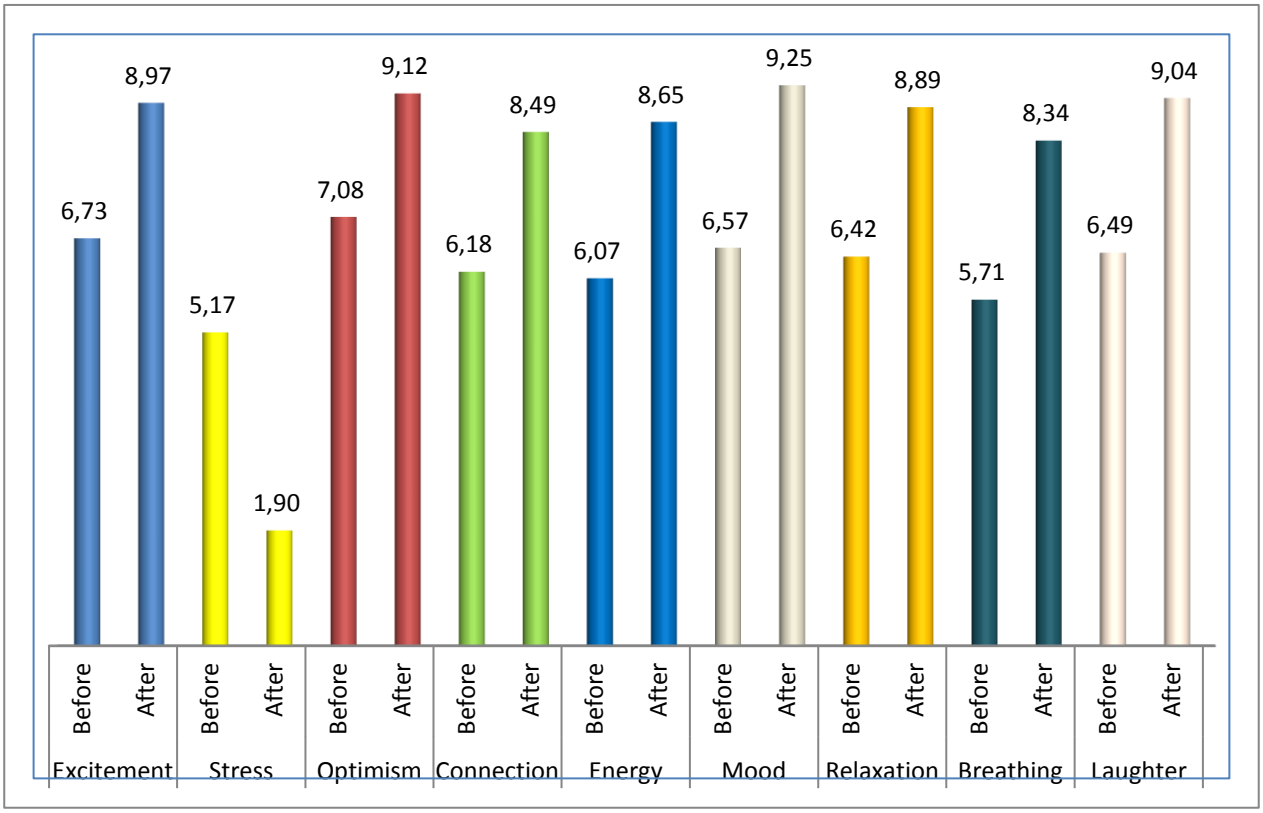


Figure 3 shows the average value of well-being changes before and after exercise, as assessed on a scale of 1 to 10. We can see that the enthusiasm increased for 33.27%. The feeling of stress stood out and was reduced to 63.25%. After exercise optimism increased for 28.7%, also connectedness by 37,40%. The energy level was higher after exercise for 42.64%, while the mood for 40.83%. Volunteers also feel more relaxed muscles, namely 38.41%, their breathing was after the workout for 45,99% more intensive than before the workout. After training they had a feeling of being easier to laugh, for 39.32%.

Table 4: Average differences of well-being changes before and after laughter yoga exercise of volunteers who take medications (N =11) and their statistical significance.

Do not take any medication N = 11		**Change (%)**	**Average ± SD**	**p-value**	**95% CI**
enthusiasm	before	22,68	7,24 ± 1,97		
	after		9,17 ± 1,08	0,0008	2,00 ± 0,95
sense of stress	before	40,01	4,48 ± 2,78		
	after		2,09 ± 1,72	0,007	2,36 ± 1,57
optimism	before	23,92	7,81 ± 2,31		
	after		9,39 ± 1,07	0,01	1,54 ± 1,17
connectedness	before	25,90	7,37 ± 2,36		
	after		9,33 ± 1,12	0,002	2,00 ± 1,12
energy level	before	29,27	6,79 ± 2,14		
	after		8,9 ± 1,42	0,001	2,00 ± 0,99
mood	before	21,96	7,22 ± 2,02		
	after		9,29 ± 1,08	0,0007	2,00 ± 0,97

muscle relaxation	before	29,62	7,18 ± 3,39		
	after		8,81 ± 2,01	0,04	1,72 ± 1,72
breathing awareness	before	27,24	6,74 ± 2,56		
	after		8,91 ± 2,07	0,001	2,09 ± 1,01
the ability to laugh for no reason	before	21,80	7,44 ± 2,11		
	after		9,04 ± 1,52	0,001	1,72 ± 0,90

Table 4 the average change of well-being of volunteers who take medications (N = 11). It can be seen that stand out changes of stress feeling (40,01%), the level of energy (29.27%), and a muscle relaxation which has changed for 29.62%. All parameters were after exercise also statistically significant (p <0.0001).

Figure 4: Average values of well-being changes before and after laughter yoga exercise of volunteers who take medications (N =11).

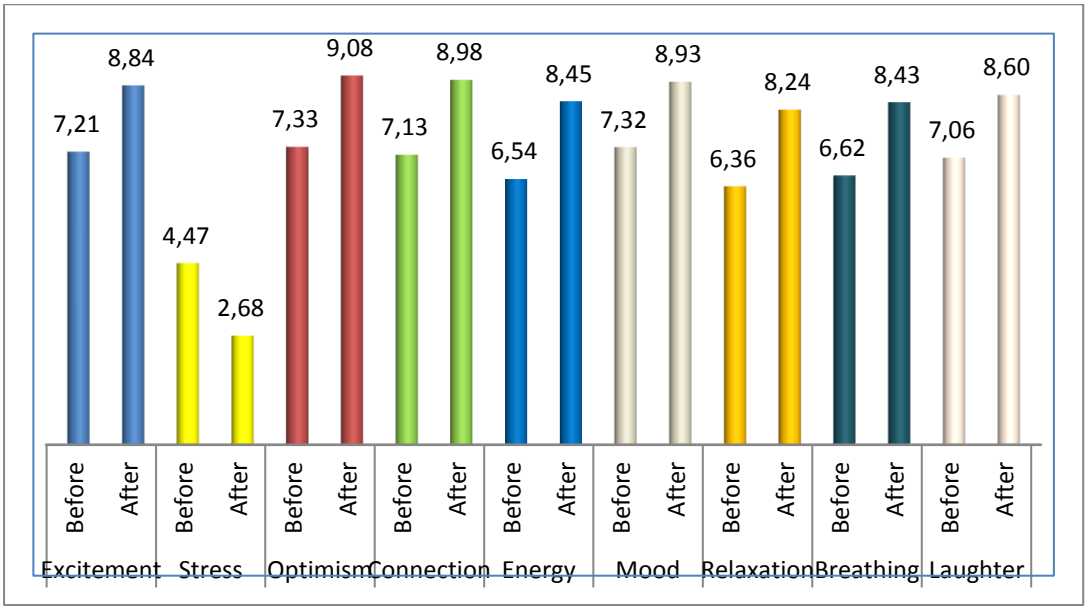
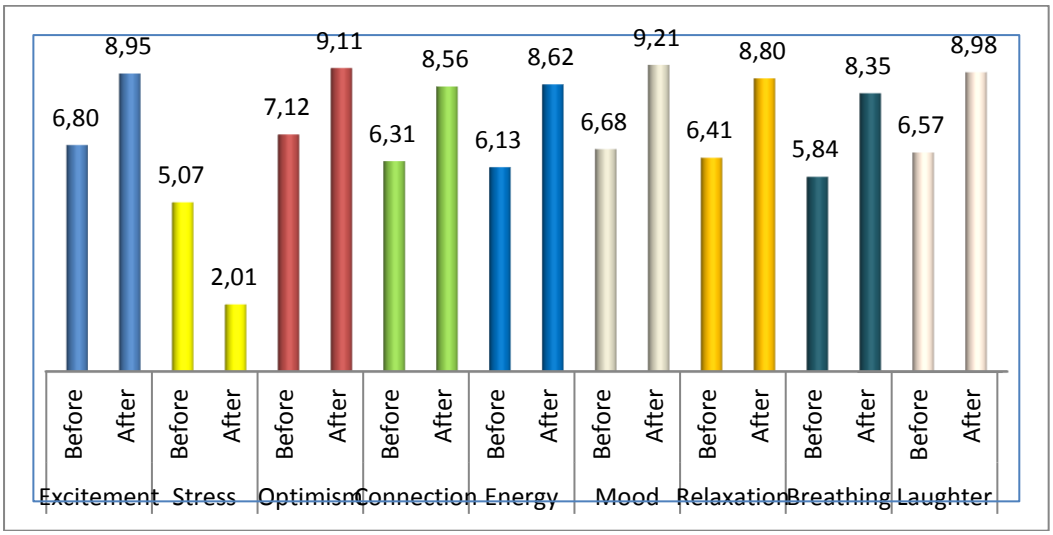


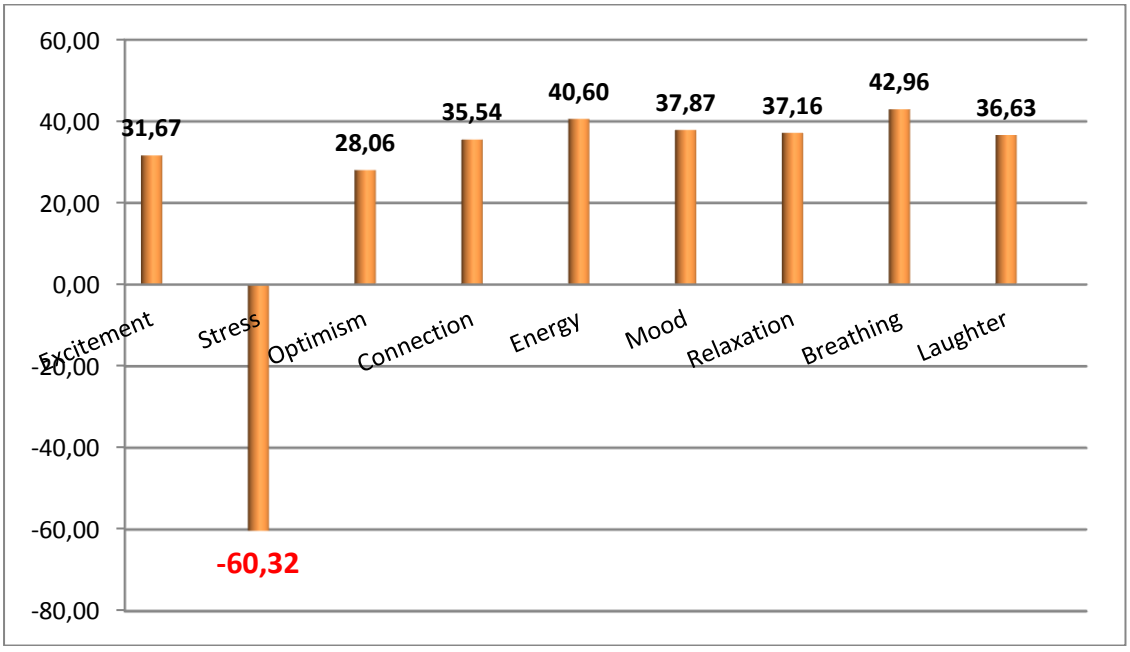
Figure 4 shows the average values of well-being changes before and after laughter yoga exercise of volunteers who take medications (N =11). Excitement has increased by 22.68%, feeling the stress by 40.01%, optimism rose up to 23.92%. Volunteers after exercise also had a better sense of connectedness, namely 25.90%. Energy level has increased by 29.27%, while the mood by 21.96%. Volunteers have a sense of greater muscle relaxation, namely 29.62%. Awareness of breath after exercise rose up to 27.24% and the ability to laugh up to 21.80%.

Figure 5: Average values of well-being changes before and after laughter yoga exercise for all volunteers (N = 52).



It can be seen that excitement was raised up to 31.67%, the feeling of stress decreased to 60.32%, sense of optimism increased for 28.06%, also the feeling of connectedness for 35.54%. After a workout raise the level of energy for 40.60% and 37.87% for mood. Volunteers had a greater sense of relaxation of muscles, namely 37.16%. From figure 5 it can also be seen that the volunteers become more aware of breathing, by 42.96%, and that they can better laugh without reason (36.63%).

Figure 6: Average values of the differences in well-being changes before and after laughter yoga exercise for all volunteers (N = 52) expressed in percentages.



From figure 6 it can be seen that most changed the feeling of stress, which fell by 60.32%, also stand out the feeling of awareness of breathing, which grew 42.96%, and the feeling of energy after a workout rise, namely 40.60%. This is followed by other parameters. It is interesting that the volunteers before exercise did not have as great ability to laugh without reason, as they had after exercise (it rose up to 36.63%).

DISCUSSION

In the study we were interested to find out how Laughter yoga impact on blood pressure and well-being by participants who take some medications and how by those who do not take them. For that reason we performed blood pressure measurements on the brachial artery before and after exercise. We also included non-standardized numerical nine-stage questionnaire about well-being. With it volunteers evaluated: enthusiasm, sense of stress, optimism, connectedness, energy levels, mood, muscle relaxation, breathing awareness, the ability to laugh for no reason, before and after exercise on a scale 1 to 10. Number 1 represented at least and number 10 represented the most.

In our study, we found that systolic blood pressure after exercise of laughter yoga by all participants, on average, decreased by 10.44 mmHg and diastolic by 5.15 mmHg. Both parameters were after exercise also statistically significant ($p < 0.0001$). At the same time in the study volunteers were separated into those who take medications and those who do not take them. We found that the systolic blood pressure in those who take medications decreased from 133.15 mmHg to 120 mmHg (9.39%, $p<0.05$). On the other hand diastolic blood pressure also decreased from 87.75 mmHg to 81.42 mmHg (7.21%, $p<0.05$). For those who take the medications we observed on existing small sample reduction of systolic blood pressure on average by 2.7% ($p>0.05$), and diastolic by 1.4% ($p>0.05$).

Research has shown that laughter yoga has statistically significant effect on lowering blood pressure in those volunteers who do not take medicines ($p<0.05$). For those who take them, reduced blood pressure was not statistically significant ($p>0.05$). Based on these results we should not make any conclusion by volunteers who take medicines. It should be carefully studied, which medications they take and if they affects blood pressure. Nevertheless, it can be observed that the blood pressure after laughter yoga exercise decreased.

Results of the non-standardized numerical nine-stage questionnaire about well-being showed that all studied parameters have been statistically significant different. The maximum mean that we noticed was estimated on the issue of stress, which decreased by 60.32%. Extremely important is the fact that the volunteers after exercise of laughter become more aware of breathing, at an average of 42.96% - some have even stated that they feel easier to breathe. High score has also energy, since after a workout of laughter, its level rose on average by 40.54%. Despite the relatively high average change was slightly lower result in a sense of optimism, which is an average increase of 28.06%. It is important that the volunteers had the sense of connectedness, regardless of the fact that they did not know before exercise. From this follows that such type of exercise relatively quickly weaves new acquaintances and connects people - perhaps even creates new friendships.

Laughter for no reason in our society is not known and is a relatively new method, which some accepted, others not. In the performed research, we found that the volunteers after exercise of laughter could easier laugh for no reason, namely for 36.63%. All observed values were statistically significant ($p < 0.05$). We noticed the differences between the effects on those who take medications and those who did not. By those who did not take medications these changes were being much higher than by those who take medications. This changes were also statistically significant ($p<0.05$).

Statistically, we demonstrated that one-hour laughter yoga once a week has statistically significant impact on the enthusiasm, optimism, connectedness, energy levels, mood, muscle relaxation, breathing awareness and the ability to laugh for no reason. Irrespective of this, we can also conclude that in our study the impact of laughter on the population with medications was by the evaluation of well-being slightly lower. To comment this fact more specifically this medications should be carefully studied. Now we can only assume that these volunteers feel a little worse and that specific medications may affect their well-being and possibly also the result.

In any case, it is necessary for people who are in therapy with medications to do further analysis, to deepen parameters and find out the effects of drugs and then on the basis of accurate statistical analysis derive conclusions.

CONCLUSION

Based on the performed research we can conclude that laughter yoga is an effective method to improve the well-being and that regular exercise can influence the improvement of blood pressure. We have also seen that people after exercise were much closer, which means that they are easier to contact the other. This is particularly important for building and maintaining social networks. People also immediately feel better, they had a sense of optimism, new energy, and above all they felt stress reduction. Nevertheless, the question arises how to optimally organize laughter yoga at the national level, how to involve as many people as possible and how should this practice acquired its promotion on Social and Health level for the population and for a whole system.

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THE NEEDS AND EXPECTATIONS OF OLDER PEOPLE IN THE EXPLOITATION OF THE TOURIST FACILITY

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Abstract
This paper highlights the needs and expectations of older people from benefiting from the tourist facility. Older tourism is one of the major segments, the importance of which is increasingly growing and the fact is that today more and more older people traveling to participate in various tourism activities and the fact that these people have ahead of them a quarter of life, which they intend to spend active, it is high time that the tourist industry prepare for these older segments of the market. In this paper, we analyze the elderly, their needs, expectations, since this group of consumers is increasing. Despite the fact that designers tourist guidance has not sufficiently see the potential of tourism to experts in the field of tourism has completely do not understand this group does not know the travel habits of older - age group that applies in tourism for the fastest growing , propulsive , tourist promising age group . Generation of baby boomers tourism brings new challenges, opportunities, because this is the generation that lived in good times, its members hold more capital than previous generations, are healthier, more educated and more active. The quantitative survey with a structured questionnaire, we determined the motives, reasons for choosing holidays in Terme Dobrna and needs, expectations elderly guests through the analysis of customer satisfaction. The article is relevant, since the scientific understanding illuminates the relationship to older travelers taking into account their needs, expectations for the benefit of the tourist facility in the Slovenian health resort, which, due to their specificity services cater to the needs of the modern expectations of older consumers.

Keywords: needs of the elderly, tourism, older

UVOD

U radu se prikazuju potrebe i očekivanja starijih ljudi prilikom korištenja turističkih objekata u Termama Dobrna. Predmet znanstvenog interesa usmjeren je na pitanje: Koji su motivi gostiju da odmor provedu u Termama Dobrna, koliko su zadovoljni hotelskom uslugom i što mogu očekivati od hotela. U prvom dijelu istaknut ćemo neke činjenice (pojmove, pojave) koje literatura nudi i analizira u vezi potreba i očekivanja starijih ljudi pri korištenju turističkih aranžmana. U drugom dijelu predstavit ćemo rezultate kvantitativnih istraživanja. Rasprava i zaključak odgovorit će na pitanja istraživanja, a rezultati će dati smjernice za daljnja istraživanja.

DEFINICIJA TURIZMA I RAZVOJ TURIZMA U KONCEPTU STARENJA I STAROSTI

Danas ljudi stvarno ne mogu zamisliti život bez putovanja i odmora, čak vjerujemo da su putovanja nužno potrebna jer na putovanjima vraćamo mentalno i fizičko zdravlje. U stvarnosti putujemo svi. Ponekad se čini kao da je cijeli svijet u pokretu. ″Kao da su svi, od mladih umirovljenika, međunarodnih studenata, terorista, pripadnika dijaspore, izbjeglica, "backpackera", organizatora godišnjih odmora, poslovnih ljudi, robova, sportskih zvijezda, azilanata, mladih profesionalaca u pokretu, prostitutki i mnogih drugih, u suvremenom svijetu pronašli biser iz školjke ili barem suvremeni svijet doživljavaju kao svoju sudbinu.″ (Urry, 2007.)

Djelatnici putničkih i turističkih agencija otkrili su da su starije osobe zanimljive iako su prilično zahtijevna društvena skupina. Istraživanje pokazuje da se stariji ljudi sve više opredjeljuju za putovanja i da obično ne žele biti tretirani od strane agencije drugačije od ostalih putnika, jer bi to, po njihovom mišljenju, dalo pejorativan prizvuk bespomoćnosti, te ostavilo snažan psihološki učinak. Pametne glave u putničkim agencijama ulažu posebne napore u vezi umirovljeničkih ponuda izvan glavne turističke sezone, jer je ova grupa poznata po obilju slobodnog vremena i novaca. (Carter, 2010).

PONAŠANJE STARIJIH POTROŠAČA

Danas je nepobitna činjenica da poznavanje potreba i razumijevanje potrošačkog ponašanja starijeg gosta pridonosi većoj uspješnosti poslovanja, bržim i manje rizičnim poslovnim odlukama na svim razinama organizacije. Zbog sve veće i intenzivnije konkurencije na tržištu, prosperitetna osoba bit će ona koja poznaje potrebe, mišljenja i poglede starijih postojećih i potencijalno novih gostiju. Takva organizacija ima bolje šanse za ispunjavanje njihovih potreba što se odražava i na zadovoljstvo gostiju, a to dovodi do uspjeha tvrtke i njegovog opstanka na tržištu.

Kupovni proces i čimbenici koji na njega utječu

Kupovni proces pri gostu opisuje se kao namjeran i svjestan čin da se zadovolje potrebe. Konačni rezultat je modeliran nizom čimbenika, kao što su unutrašnja motivacija, vanjski čimbenci i ekonomskih i socijalni čimbenici.

Proces odlučivanja za kupnju kod gosta počinje identificiranjem njegove potrebe. Pojedinac prepozna razliku između željenog i stvarnog stanja. Potrebe mogu pokrenuti unutarnji ili vanjski stimulatori (oglas u novinama, na plakatu ....).

Treba napomenuti da se u ovoj fazi još ne pokreće akcija za kupnju, nego se samo prepozna potreba.

Kada se gost uvjeri u važnost prepoznavanja potrebe i ima na raspolaganju sredstva i vrijeme da ju zadovolji, mora pribaviti informacije koje će mu pomoći u odabiru prave alternative (Ule, 1996). U potrazi za informacijama važnu ulogu igraju karakteristike gosta, kao što su znanje, stavovi, uvjerenja i demografske karakteristike. Važan faktor u ovoj fazi je i prihod. Glavni izvori informacija koje gost dobiva su:

- oglašavanje (radio, televizija, časopisi, plakati, internet ...)
- prodajno osoblje (osobito važno u vrijeme kada kupnja uključuje razmjenu informacija, pružanje stručnih mišljenja o pojedinim turističkim uslugama ili proizvodima)
- informacije u medijima i informacije specifične organizacije
- socijalni kontakt (snaga preporuke od usta do usta prijatelja, rodbine i poznanika igra vrlo važnu ulogu pogotovo u situaciji kada potrošač nema dovoljno znanja i iskustva).
- informacije u medijima i informacije specifične organizacije

Za starijeg gosta iznimno je važna predkupovna evaluacija i procjena alternativa, kada stariji procjenjuju ponudu u smislu očekivanih prednosti i izabiru najbolju ponudu. Ovaj nivo usko je vezan uz potragu za informacijama i sadrži kriterije za procjenu ocjenjivanja izbora alternativa i procjenu učinaka različitih alternativa. Svaka odluka o kupnji starijih povezana je s trenutkom procjene i preporukom od usta do usta. (Kline, Ule, 1996.)

U fazi kupnje, stariji se odlučuju na temelju odgovora na pitanje hoće li ili ne kupiti, gdje, što, kada i kako će platiti. Ovaj nivo može biti prekinut čimbenicima kao što su promjene u motivaciji, nove informacije. Postoje dvije vrste želja; djelomično planirana kupnja i u potpunosti izvedena kupnja. (Kline, Ule, 1996).

Nakon korištenja usluge, stariji gosti ocjenjuju u kojoj je mjeri izabrana alternativa zadovoljila njihove potrebe i očekivanja. Ovaj nivo može se završiti zadovoljstvom ili nezadovoljstvom starijeg gosta, što može biti poticaj za sljedeću kupnju ili odustajanje od kupnje; nova kupnja je u svakom slučaju željeni cilj.

Zadovoljstva i čimbenici ponašanja starijih gostiju

Ponašanje gosta, kao potrošača, ovisi o nizu faktora. Tu je jedino važno razumjeti kako se gost kao pojedinac ponaša u određenim situacijama, kako u nekim drugim i što čini njegovo cjelokupno ponašanje. Možemo reći da ponašanje posjetitelja ovisi o unutarnjim i vanjskim čimbenicima. Unutarnji čimbenici koji oblikuju cjelokupno ponašanje gosta

uključuju individualne potrebe koje su definirane kao osjećaj nedostatka nečega što treba, želje ili zahtjeva. Ublažavanje simptoma javlja se zadovoljavanjem potrebe. Motivacija se definira kao stimulans, što pak stvara napetost i pokreće nas na određenu aktivnost. Percepcija je ključni korak u procesu našeg promatranja i spoznaje i tvori osnovu za daljnju misaonu aktivnost. Stajalište je misaono i često emotivno usmjereno na nekoga, odnosno nešto i formira se preuzimanjem od grupe ili društva, ali i iz osobnog iskustva. Potonji imaju važnu ulogu u informiranju o nekim stvarima i traumatičnim događajima. Za unutarnje čimbenike je karakteristično da ih je teško kontrolirati i da su podložni stalnim promjenama. Svi promjenjivi unutarnji čimbenici su povezani i teško je reći koji je važniji jer su različiti i ovise o situaciji. Kod vanjskih čimbenika razlikujemo šest glavnih čimbenika koji uključuju utjecaj obitelji, utjecaj susjedstva, utjecaj na organizaciju, utjecaj kulture, utjecaj na gospodarstvo i državu i utjecaj situacije. Vanjski utjecaji su u stalnoj interakciji s unutarnjim čimbenicima gosta.

Kvaliteta usluge i zadovoljstvo starijih ljudi u turizmu

Kvaliteta usluge je zbroj značajki i karakteristika određenog proizvoda ili usluge, s ciljem zadovoljenja izražene ili pokazane potrebe (Kotler, 1996.). Zadovoljstvo i kvaliteta korisnika se u praksi često zamjenjuju i zapravo su dva nezavisna pojma koji su međusobno povezani i komplementarni. Kvaliteta je jedan od uzroka zadovoljstva. S povećanjem konkurencije na turističkom tržištu, kvaliteta je postala sredstvo koje nas razlikuje od konkurencije. Kvalitetu usluge je teško imitirati. Uspješnu tvrtku s kvalitetnim uslugama je zbog složenosti i raznovrsnosti usluga teško postići (u prodaji usluge nije važna samo usluga, nego i način izvedbe). Trendovi u turizmu u svijetu, a i ovdje u Sloveniji govore o činjenici da su stariji gosti sve kritičniji, te da je kvaliteta usluge na prvom mjestu, ako ne i gotovo obavezna. Ova skupina ne voli iznenađenja, više od popusta želi kvalitetne usluge koje se pružaju u visini cijene. Oni žele biti sigurni u svoju investiciju i ne vole iznenađenja .

Modeli kvalitete usluga

U znanstvenoj literaturi su poznati brojni modeli kvalitete usluge, ali se u praksi najčešće koristi SERVQUAL model, koji je 1988. godine razvio Parasuramen sa suradnicima. Mjerilo kvalitete usluge u ovom je modelu stupanj zadovoljstva očekivanja gostiju, što se može ilustrirati sljedećim izrazom:

KVALITETA = OSJEĆAJ – OČEKIVANJA

Izvor: Parasuraman, 2009.

Ocjena je rezultat očekivanja kvalitete usluga i stvarnog iskustva i osjećaja, po prijemu istih. Autori su na temelju studija definirali pet dimenzija službe koje su nadležene za turizam starijih. Pouzdanost podataka je sposobnost da se pouzdano provedu obećane usluge. Za pružanje usluga zaposlenici moraju ispunjavati kvalifikacije i vještine. Gostima moraju ulijevati povjerenje i sigurnost. Uživljavanje je vrlo važno jer omogućava dostupnost zaposlenika i usluga. Odaziv znači spremnost da se pomogne gostima. Krajnji rezultat procesa određivanja je dimenzija kvalitete zahtjeva i želja gostiju. (Možina, 2008.)

Očekivanja starijih gostiju

Postoje dvije različite vrste očekivanja i to željena usluga i stvarna usluga. Između te dvije vrste je zona tolerancije koja predstavlja razliku između željenih i realnih očekivanja. Očekivanja starijih gostiju mogu se ilustrirati sljedećom jednadžbom:

ZADOVOLJSTVO = DOŽIVLJENA VRIJEDNOST - OČEKIVANA VRIJEDNOST

Slika 1: Zadovoljstvo Model starijih gostiju

Izvor: Anderson,200

Izvor: Parasuraman, 2009

Ključni elementi zadovoljstva kupaca su očekivanja, kvaliteta, stupanj zadovoljstva, odnosno nezadovoljstva.

Odanost gosta robnoj marki

Odanost je jedna od ljudskih emocija i predstavlja pripadanje jednoj ideji ili ljudskom subjektu (Možina, 2008.). Odanost robnoj marki u turizmu je najčešće rezultat zadovoljstva gosta. Što znači da je turistička usluga sposobna otkriti potrebe i želje gosta i iste zadovoljiti. Uz ponovnu kupnju je uz odanost prisutna i emocionalna komponenta (vezanost za određenu tvrtku, brand). Karakteristike koje utječu na odanost robnoj marki u turizmu su obično karakteristike gosta i karakteristike proizvoda ili usluge.

GENERACIJA "BABY BOOM" U KONTEKSTU PUTOVANJA - "NOVI POTROŠAČI˝

Na sve veći broj starijih ljudi, osobito u razvijenim zemljama, utječe starenje takozvane "baby boom" generacije. Ova brojčano ogromna generacija je u procesu prelaska u mirovinu, članovi prvog vala su 2006. napunili 60 godina, tako da

smo od tada vidjeli još brži rast u starijoj skupini. Između 1946. i 1964., samo u Americi, rođeno je 76 milijuna djece koji predstavljaju kohorto, važan još zbog svoga opsega. To je generacija koja je živjela u dobrim vremenima, njegovi članovi imaju više kapitala nego prethodne generacije, zdraviji su, obrazovaniji i aktivniji.

2004. godine članovi ove generacije u Velikoj Britaniji posjedovali su 80 posto bogatstva, kupili su 80 posto najboljih automobila, 80 posto krstarenja i 50 posto svih proizvoda za njegu kože. Članovi ove generacije su i zdraviji od prethodnika jer je u posljednjih nekoliko desetljeća postignut veliki napredak na području medicine koji će se sigurno nastaviti i dalje, te nastaviti produžavati život i utjecati na kvalitetu života starijih ljudi. Oni su i obrazovaniji od prethodnika, to su ljudi s visokom stručnom spremom, te više putuju (Statistics Canada, 2010.).

Važnost starije osobe kao segmenta tržišta u turizmu već nekoliko godina priznaje sama turistička industrija kao i istraživači na terenu. Stanovnici u SAD-u u dobi od 50 godina već su postali primarni tržišni segment. Kombinacija većeg kapitala i i više slobodnog vremena ljudi koji se sve više uključuju u aktivnosti u slobodno vrijeme pridonosi pojavi generacije zrelih putnika. Ova generacija je doprinijela slici homogene grupe čije su mogućnosti za odmor definirane ograničenjima koja donose nadolazeća starost i s njom povezana invalidnost. Njezin dolazak počeo je mijenjati sliku o značajnom udjelu zrelog tržišta (Lehto i drugi, 2008.). Starije potrošače se na tržištu često doživljava kao jedinstvenu grupu iz generacije u generaciju. Tim se ljudima nude gotovi odmori u paketu i privlačne usluge. Viša istraživanja na području gerontologije su pokazala da stariji potrošači nisu svi isti . Različite vrste ponašanja potrošača u kasnom razdoblju mogu se definirati pomoću nekoliko čimbenika (Lehto i drugi , 2008.).

Kada "baby boom" generacija odlazi u mirovinu, njihova "prezauzetost" da ispune slobodne aktivnosti i iskustva, kao i njihova sofisticiranost u vezi putnih proizvoda i usluga suočava putničku industriju s novim izazovima i mogućnostima. Potrebno je bolje razumijevanje potreba i motiva zrelog tržišta, na tržištu nije dovoljno istraživanja koja bi omogućila sve informacije o starijim putnicima, potrebne da se napravi dobra ponuda za starije. Preliminarna istraživanja određene dobne skupine, prema kohorti razlike nisu relevantna za današnje potrošače iste dobe (Lehto i drugi , 2008.).

Pripadnici generacije "baby boom" imajo dobre uvjete za život i time su otvoreniji. Zainteresiraniji su za egzotične destinacije i avanturizam, aktivniji od predhodnika. Podaci pokazuju da je 73 posto članova ove generacije u svojim umirovljeničkim godinama posvetilo puno vremena hobijima i drugim osobnim interesima, uključujući i putovanja. Stariji putnici sve više traže turističke ponude i pasivne aktivnosti. Ova nova generacija zrelih putnika temelji se na zainteresiranosti za određene vrste putovanja koja su bliža mlađim generacijama kao što su " Generacija X " 10, nego tradicionalnim zrelim tržištima. Kada ova generacija u cjelini preuzme čitav segment, proizvodi i usluge starijeg turizma pomaknut će se prema ″divljoj" strani - aktivne starije osobe postat će središnji stariji putnici. Osim industrije vezane za slobodno vrijeme, putovanja i turizam, blagostanju starije populacije trebala bi se usredotočiti i industrija, posebno u razvijenim zemljama. "Soft nature" turizam (meki turizam) i kulturni turizam i razgledavanja, turističke aktivnosti popularane među zrelim putnicima, bit će u budućnosti med i mlijeko ovog turističkog segmenta (Lehto i drugi, 2008.).

PREDSTAVLJANJE ISTRAŽIVANJA, REZULTATI I RASPRAVA

Kvantitativnim istraživanjem strukturiranim upitnikom utvrdili smo motive i razloge odabira odmora u toplicama, te kroz analizu zadovoljstva kupaca potrebe i očekivanja starijih. Korištena je kvantitativna metoda prikupljanja podataka na temelju strukturiranog upitnika. Anketu smo podijelili na 30 ispitanika i svi su je ispunili. U upitniku nije bilo neodgovarajućih ili praznih odgovora. Podaci su uneseni u statistički program SPSS, verzija 21, po redu kako su bili navedeni u upitniku, a za analizu smo upotrijebili opisnu statistiku. Po spolu prevladavaju žene jer su Terme Dobrna klinika za liječenje ginekoloških problema, odnosno imamo 70 % žena i 30 % muškaraca. Većina ispitanika ima srednju školu (53,33 %), a 46.66 % ispitanika ima visoku školu ili fakultet. Ispitanici su bili 100 % u mirovini. Prosječna starost ispitanika bila je 67,66 godina, minimalna starosna granica je 61 godina, a maksimalna starost je 77 godina .

HIPOTEZE.

H1:Najveći utjecaj na izbor odmora starijih imaju dosadanašnja iskustava

H2: Terme Dobrna imaju visokokvalitetne usluge za starije osobe

H3: Stariji žele sami odabrati dodatne aktivnosti.

TABLICA 1 MODEL

	KATEGORIJA	FREKVENCIJA	FREKVENCIJA V %
SPOL	Muški	**9**	**30**
	Žene	**21**	**70**
OBRAZOVANJE	Manje od stručne	**-**	**-**
	Srednja stručna škola	**16**	**53,33**
	Gimnazija		
	Viša škola	**-**	**-**
	Visoka škola	**-**	**-**
	Visoka škola ili fakulteta	**14**	**46,66**
	Magisterij		

	Doktorat	-	-
ZAPOSLENJE	Stalno zaposlen		
	Zaposlen na određeno vrijeme		
	Nezaposlen	-	-
	Penzioner	**30**	
	PROSJEČAN	**MIN**	**MAX**
STAROST ISPITANIKA	**67,66**	**61**	**77**

Prezentacija rezultata
Talica 2 pokazuje rezultate gdje smo utvrđivali kvalitetu ponude u Termama Dobrna. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 2: KVALITETA SASTAVA PONUDE LJEČILIŠTA

Ocjena	**1 = nisam zadovoljni**			**2**			**3 = nevtralno**			**4**			**5 =u potpunosti zadovoljni**		
Frekvencija	**Frekvencija**	**Frekvencija v %**	**Kumulativna frekvencija v %.**	**Frekvencija**	**Frekvencija v %**	**Kumulativna frekvencija v %.**	**Frekvencija**	**Frekvencija v %**	**Kumulativna frekvencija v %.**	**Frekvencija**	**Frekvencija v %**	**Kumulativna frekvencija v %.**	**Frekvencija**	**Frekvencija v %**	**Kumulativna frekvenca v %.**
Opremanje hotela (recepcija, restoran ....)				-			3	10	10	**4**	**13,3**	23,33	23	76,66	100
raspored soba	1	3,33	3,33	1	3,33	6,66	**2**	**6,66**	13,33	3	10	26,66	**23**	**76,66**	100
Restoran	-			-			3	10	10	3	10	20	**24**	**80**	100
Dostupnost informacija	-			1	3,33	3,33	3	10	13,33	2	6,66	20	**24**	**80**	100
Jasnoća i točnost informacija	-			-			7	23,33	23,33	6	20	43,33	**17**	**56,66**	100
Pouzdanost informacija	-			-			7	23,33	23,33	7	23,33	46,66	**16**	**53,33**	100
Spremnost osoblja pomoći gostima	-			3	10	10	3	10	20	5	16,66	36,66	**19**	**63,33**	100
Gosti se mogu pouzdati u osoblje	-	-	-	-	-	-	6	20	20	6	20	40	18	60	100
Osoblje je bilo dovoljno ljubazno s gostima	-	-	-	-	-	-	7	23,33	23,33	6	20	43,33	**17**	**56,66**	100
Osoblje razumije posebne potrebe	-	-	-	1	3,33	3,33	2	6,66	10	9	30	40	**18**	**60**	100
Dodatni sadržaji u hotelu (animacije, sportski sadržaji, zabave ....)	-	-	-	-			-	-	-	7	23,33	23,33	**23**	**76,66**	100
Ponuda u okolici (mogućnost izleta ..)	-			-			3	10	10	7	23,33	33,33	**20**	**66,66**	100

Tablica 2 pokazuje da su ispitanici tijekom svog boravka u toplicama bili najzadovoljniji ugostiteljstvom i dostupnošću informacija, ovaj argument je 80% gostiju potvrdilo s najviše osvojenih bodova (interval 5). Restoran i dostupnost informacijama su dobro zadovoljili očekivanja gostiju u toplicama. Slijedi argument urednosti soba, čistoće hotela i dodatnih sadržaja u hotelu, jer se to zahtijeva najvećim brojem bodova (interval 5). Ponudu u blizini su ocijenili s 66,66%, a spremnost osoblja da pomognu gostima s 63,33%, osoblje razumije posebne potrebe gostiju s 60%, sva

potraživanja su potvrdili s najviše osvojenih bodova (interval 5). Zadovoljstvo, profesionalnost i pozornost zaposlenika koji su plaćeni od strane gostiju, ocijenili su nešto lošije od ostalih elemenata.
Tablica 3 pokazuje rezultate odgovora gdje smo utvrđivali opći dojam o hotelu. Ispitanici su odgovarali na argumente sa da i ne. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 3: OPĆI DOJAM O HOTELU

Argumenti	DA		NE	
	Frekvencija	**%**	**Frekvencija**	**%**
Vjerujem da većina ljudi ima o ovom hotelu dobro mišljenje.	29	**96**	1	3,33
U ovih toplica su prijateljski raspoloženi prema gostima	30	**100**	-	-
Čini mi se da je to vrlo popularno lječilište	27	90	3	**10**
U tom lječilištu je gost na prvom mjestu	28	93,33	2	**6,66**

Rezultati u tablici 3 gdje su ispitanici ocijenili cjelokupni dojam o hotelu, pokazuju da stariji gosti u Termama Dobrna osjećaju puno topline, naklonjenosti od strane osoblja, ovaj argument je potvrđen sa 100%. S 96% potvrđen je argument da većina ljudi o ovom hotelu ima dobro mišljenje, s 93,33% potvrđen je argument da je u ovom lječilištu gost na prvom mjestu i s 90% potvrđen je argument da je to vrlo popularno lječilište. Gosti u Termama Dobrna imaju vrlo dobar dojam o hotelu, što je vrlo ohrabrujuće i termama daje nove mogućnosti za postizanje dobrih rezultata na području turizma starijh.
Tablica 4 pokazuje rezultate gdje smo testirali učinak argumenta o odabiru odmora. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 4: UTJECAJ IZJAVA O ODABIRU ODMORA

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Vrlo važan čimbenik u odabiru odmora je niska cijena.							4	13,33	13,33	5	16,66	30	**21**	**70**	100
Vrlo važna je preporuka prijatelja / poznanika				1	3,33	3,33	2	6,66	10	5	16,66	43,33	**22**	**73,33**	100
Moja dosadašnja iskustva su vrlo važna				1	3,33	3,33	3	10	13,33	2	6,66	20	**24**	**80**	100
Na odmoru očekujem vrlo visoku razinu kvalitete usluga	-	-	-	-	-	-	2	6,66	6,66	6	20	26,66	**22**	**73,33**	100

Tablica 4 pokazuje rezultate utjecaja izjava o odabiru odmora. Vrlo visoko je ocijenjena tvrdnja ″moja dosadašnja iskustva su vrlo važna″, jer 80% gostiju u Termama Dobrna ocjenjuje ovaj argument s najviše osvojenih bodova (interval 5). Sa 73.33% je potvrđen argument ″vrlo važna je preporuka prijatelja / poznanika″. Slijedi tvrdnja ″vrlo važan faktor u odabiru odmora je niska cijena″, stariji gosti sa 70% ovaj argument ocjenjuju s najviše osvojenih bodova (interval 5).
U anketi se s 80% potvrdio argument ″moja dosadašnja iskustva su vrlo važna″, ova tvrdnja je ocijenjena najviše (interval 5). **H1: Najveći utjecaj na izbor odmora starijih imaju dosadašnja iskustava, ta hipoteza je potvrđena.**
Tablica 5 pokazuje rezultate odgovora na koji su način ispitanici dolazili u hotel. Ispitanici su odgovarali na argumente sa da i ne. Prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 5: NAČIN DOLASKA U HOTEL

Argumenti	DA		NE	
	Frekvencija	**%**	**Frekvencija**	**%**
Osobnim automobilom	21	**70**	9	30
Autobusom	1	3,33	29	**96,66**
Vlakom	1	3,33	29	**96,66**
Organiziran prijevoz	2	6,66	28	**93,33**
Drugi				

Rezultati u tablici 5 gdje su ispitanici identificirali način dolaska u hotel pokazuje da je 70% ispitanika došlo u hotel osobnim automobilom, iako hotel Dobrna u slučaju korištenja petodnevnog paketa nudi besplatan prijevoz do hotela i natrag do mjesta stanovanja. Gosti su također napisali da s besplatnim prijevozom do hotela i natrag do mjesta stanovanja nisu bili upoznati, te je potrebno obavijestiti goste u ovoj ponudi prilikom dolaska u hotel. .
Tablica 6 pokazuje rezultate gdje smo našli najvažnije razloge za posjet hotelu. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 6: NAJVAŽNIJI RAZLOZI ZA POSJET HOTELU

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencijau %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Jer je cijena povoljna	**2**	**6,66**	**6,66**	**1**	**3,33**	**10**	**3**	**10**	**20**	**4**	**13,33**	**33,33**	**20**	**66,66**	**100**
Jer je lako dostupan i relativno blizu.	**2**	**6,66**	**6,66**	**-**	**-**	**-**	**2**	**6,66**	**13,33**	**4**	**13,33**	**26,66**	**22**	**73,33**	**100**
Zbog druženja i upoznavanja novih ljudi	**5**	**16,66**	**16,66**	**-**	**-**	**-**	**2**	**6,66**	**23,33**	**3**	**10**	**33,33**	**20**	**66,66**	**100**
Jer ima kvalitetnu uslugu.	**1**	**3,33**	**3,33**	**-**	**-**	**-**	**2**	**6,66**	**10**	**2**	**6,66**	**16,66**	**25**	**83,33**	**100**
Jer su ga moji prijatelji preporučili	**6**	**20**	**20**	**-**	**-**	**-**	**2**	**6,66**	**26,66**	**1**	**3,33**	**30**	**21**	**70**	**100**
Jer imaju besplatnu uslugu prijevoza.	**8**	**26,66**	**26,66**	**1**	**3,33**	**30**	**3**	**10**	**40**	**1**	**3,33**	**43,33**	**17**	**56,66**	**100**
Jer je osoblje u hotelu ljubazno	**1**	**3,33**	**3,33**	**-**			**4**	**13,33**	**16,66**	**2**	**6,66**	**23,33**	**22**	**6,6**	**100**
Jer me privukao oglas.	**5**	**16,66**		**-**			**6**	**20**	**36,66**	**2**	**6,66**	**43,33**	**17**	**56,66**	**100**

Tablica 6 pokazuje glavne razloge za posjet hotelu. Najviše je ocijenjena tvrdnja ″jer ima kvalitetnu uslugu″ , gosti hotela su s 83,33% ocijenili ovaj argument s najviše osvojenih bodova (interval 5). Sa 70% je potvrđen argument ″jer su ga moji prijatelji preporučili″. Slijedi argument ″jer je lako dostupan i relativno blizu″, gosti su sa 73,33% ovaj argument ocijenili s najviše osvojenih bodova (interval 5). ″Zbog druženja i upoznavanja novih ljudi, jer je cijena povoljna″, ovaj argument je sa 66,66% ocijenjen najvišom ocjenom (interval 5).
U anketi su gosti lječilišta Dobrna s 83,33% potvrdili tvrdnju da je najvažniji razlog za posjet lječilištu jer ima kvalitetnu uslugu, ova tvrdnja je ocijenjena najviše (interval 5). **H2: Terme Dobrna imaju visokokvalitetne usluge za starije osobe, ta hipoteza je potvrđena.**
Tablica 7 pokazuje rezultate odgovora koji predstavljaju izvor informacija o hotelu. Ispitanici su odgovarali na argumente sa da i ne. Prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABELA 7: IZVOR INFORMACIJA O HOTELU

ARGUMENT	DA		NE	
	Frekvencija	**%**	**Frekvencija**	**%**
Hotel sam poznavao/la	10	**3,33**	20	66,66
Na internetu	6	**20**	24	80
Od prijatelja i rodbine	15	50	15	**50**
U medijima	7	**23,33**	23	**76,66**
Iz knjige i vodiča	6	20	24	80
U putničkoj agenciji	4	13,33	26	**86,66**
Na sajmovima i izložbama	6	20	24	**80**
Bio je uključen u turistički paket	6	20	24	**80**

Rezultati tablice 7 gdje su ispitanici identificirali izvor za dobivanje informacija o hotelu pokazuju da je 23,33% ispitanika dobilo informacije o hotelu iz medija, što je vrlo čudno. Hotel sam poznavao/la tvrdnja je potvrđena s 3,33%, što znači da Terme Dobrna u prvom redu dobivaju goste preko dobrog izbora medija što im omogućuje dobru reklamu. Rezultati su pokazali da mediji imaju jak utjecaj na starije goste, a također je potrebno potaknuti one medije koji su odigrali ključnu ulogu u prenošenju pozitivne informacije na televiziji, internetu i na naslovnicama raznih novinama. Mediji bi trebali isticati važnost starijih ljudi i njihov doprinos u društvu. Rezultati su pokazali da današnji stariji gosti u izboru odmora koriste medije s 23,33% i internet s 20%.
Tablica 8 pokazuje rezultate gdje smo utvrđivali razumijevanje argumenta kakvo iskustvo imaju gosti s hotelom. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 8: SLAGANJE S TVRDNJOM O ISKUSTVIMA KOJA IMATE S OVIM HOTELOM

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Boravak u ovom hotelu je u cjelini vrlo važan za mene.				1	3,33	3,33	1	3,33	6,66	5	16,66	23,33	**24**	**80**	100
u U ovom hotelu sam stekao puno novih znanja i iskustava.	-			-			3	10	10	5	16,66	26,66	**22**	**73,33**	100
Boravak u ovom hotelu je vrijedan svakog eura	-			-			2	6,66	6,66	5	16,66	23,33	**23**	**76,66**	100
U ovom hotelu osjećam se dobro, kao kod kuće.	1	3,33		1	3,33	6,66	2	6,66	13,33	5	16,66	30	**21**	**70**	100
Sretan sam da sam izabrao ovaj hotel.	2	6,66	6,66	1	3,33	10	1	3,33	46,66	4	13,33	26,66	**22**	**73,33**	100
Ovim hotelom sam oduševljen	2	6,66	6,66	1	3,33	10	2	6,66	16,66	6	20	36,66	**13**	**13**	100
U ovaj hotel ću se vratiti	2	6,66	6,66	1	3,33	10	1	3,33	13,33	2	6,66	20	**17**	**56,66**	100
Posjet u toplicama preporučit ću svojim prijateljima	2	6,66	6,66	-			-			3	10	16,66	**20**	**66,66**	100

Tablica 8 pokazuje argumente koji ocjenjuju iskustvo s ovom hotelu. Najviše je ocijenjena tvrdnja ″boravak u ovom hotelu je u cjelini vrlo važan za mene″, ovaj argument je 80% gostiju ocijenilo s najviše osvojenih bodova (interval 5). Sa 76,66% je najviše ocijenjena tvrdnja (interval 5) ″boravak u ovom hotelu je vrijedan svakog eura″. Slijedi argument ″u

ovom hotelu sam stekao puno novih znanja i iskustava, sretan sam da sam izabrao ovaj hotel″ 73.33% gostiju ocjenjuje ovaj argument s najviše osvojenih bodova (interval 5). ″Posjet u toplicama preporučit ću svojim prijateljima″, ovaj argument 66,66% gostiju ocjenjuje s najviše osvojenih bodova (interval 5).
Tablica 9 pokazuje rezultate na koji način ispitanici preferiraju cijene boravka u hotelu. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 9: CIJENA BORAVKA U HOTELU

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Cijena noćenja s doručkom / polupansion je povoljna	-			2	6,66	6,66	9	30	36,66	4	13,33	50	**15**	**35**	100
Cijene izvan punude (tj. cijene hrane i pića, cijene suvenira, cijene proizvoda i cijene tura, cijene tretmana za ljepotu i relaksaciju ...) u ovom hotelu su povoljne	4	13,33	13,33	1	3,33	16,66	**21**	**70**	86,66	2	6,66	93,33	2	6,66	100

Tablica 9 pokazuje naklonost ispitanika prema cijeni boravka. Najviše je ocijenjena tvrdnja ″cijena noćenja s doručkom / polupansion je povoljna″, jer je 35% gostiju ocijenilo ovaj argument s najviše osvojenih bodova (interval 5). ″Cijene dodatnih ponuda (tj. cijene hrane i pića, cijene suvenira, cijene proizvoda i cijene tura, cijene tretmana za ljepotu i relaksaciju ...) u ovim su toplicama povoljne″, ova tvrdnja je sa 70% ocijenjena kao neutralna (interval 3). Iz rezultata je vidljivo da ispitanici ne gledaju toliko na cijenu, ali ipak žele više popusta.
Tablica 10 pokazuje rezultate u kojima smo utvrđivali aktivnosti u slobodno vrijeme i zabavne aktivnosti kojima bi gosti Termi Dobrna željeli prisustvovati.
Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 10: SLOBODNO VRIJEME I ZABAVNI SADRŽAJI KOJIMA BI ŽELJELI PRISUSTVOVATI U MJESTU GDJE LJETUJETE

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Posjet spomenicima i muzejima.	1	3,33	3,33	1	3,33	6,66	5	16,66	23,33	6	20	43,33	**17**	**56,66**	100
Izleti po okolici	-			1	3,33	3,33	3	10	13,33	4	13,33	26,66	**22**	**73,33**	100
Organizirane zabave.	-			2	6,66	6,66	10	33,33	40	4	13,33	56,66	**14**	**46,66**	100
Shopping turizam.	3	10	10	1	3,33	13,33	17	56,66	70	3	10	80	**5**	**16,66**	100
Razne kulturne i zabavne priredbe.	-			-			5	16,66	16,66	6	20	36,66	**19**	**63,33**	100
Sport i rekreacija	-			2	6,66	6,66	5	16,66	23,33	3	10	33,33	**20**	**66,66**	100

Tablica 10 pokazuje rezultate gdje smo ocijenili važnost slobodnog vremena i zabavnih aktivnosti kojima bi željeli prisustvovati gosti u Termama Dobrna. Najviše je ocijenjena tvrdnja ″izleti u okolicu″ ovaj argument je 73,33%

ispitanika ocijenilo s najviše osvojenih bodova (interval 5). Slijedile su ″sportske i rekreativne aktivnosti″, ovaj argument je 66,66% ispitanika ocijenilo najviše (interval 5).
Tablica 11 pokazuje rezultate gdje smo utvrđivali kako ispitanici žele provesti svoj odmor. Pokazali smo frekvencije na individualnoj procjeni zahtjeva, prikazali smo frekvencije u postocima i kumulativne frekvencije.

TABLICA 11: KAKO VAM SE SVIĐA ODMOR

Ocjena	**1 = nije tako**			**2**			**3 = neutralno**			**4**			**5 = tako je**		
Frekvencija	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvenccia**	**Frekvencija u %**	**Kumulativna frekvencija u %.**	**Frekvencija**	**Frekvencija u %**	**Kumulativna frekvencija u %.**
Organizirana skupina	5	16,66	16,66	2	6,66	23,33	**8**	**26,66**	50	1	3,33	53,33	7	23,33	100
Sam biram aktivnosti-izlete i drugi zabavni program.	1	3,33	3,33	-			1	3,33	4,66	5	16,66	23,33	**23**	**76,66**	100

Tablica 11 pokazuje kako ispitanici ljetuju. Najviše je ocijenjena tvrdnja ″sam biram aktivnosti-izlete i drugi zabavni program″ jer to je ono što je 76.66% ispitanika ocijenilo s najviše osvojenih bodova (interval 5). Slijedi ″organizirana skupina″, ovu tvrdnju je 26,66% ispitanika ocijenilo kao neutralnu (interval 3). Rezultati pokazuju da se gosti žele opustiti i sve dodatne aktivnosti žele sami izabrati. **H3: Stariji žele sami odabrati dodatne aktivnosti, ta hipoteza je potvrđena.**

Predstavljanje rasprave i analiza
U toplicama su gosti bili najzadovoljniji ugostiteljstvom i dostupnošću informacija, ovaj argument je 80% gostiju potvrdilo s najviše osvojenih bodova (interval 5). Restoran i dostupnost informacija su dobro zadovoljili očekivanja gostiju u toplicama. Slijedi argument urednosti soba, čistoće hotela i dodatnih sadržaja u hotelu, jer se to zahtijeva s najvišim brojem bodova (interval 5). Ovim elementima moramo posvetiti posebnu pozornost. Mnogi se više posvećuju ponudi u blizini sa 66,66%, i spremnosti osoblja da pomogne gostima sa 63,33%, osoblje razumije posebne potrebe gostiju sa 60%, sve tvrdnje su potvrdili s najviše osvojenih bodova (interval 5). Zadovoljstvo, profesionalnost i pozornost zaposlenika koji su plaćeni od strane gostiju, ocijenjeno je nešto lošiji od ostalih elemenata.
″Gosti u Termama Dobrna osjećaju puno topline, naklononjenosti od strane osoblja″ i ova je tvrdnja potvrđena sa 100 % . S 96% potvrđena je tvrdnja da ″većina ljudi ima o ovom hotelu dobro mišljenje″. Gosti imaju vrlo dobar dojam o hotelu, što je vrlo ohrabrujuće i hotelu daje nove mogućnosti za postizanje dobrih rezultata na području turizma starijih. .
U anketi s 80% potvrđen je argument ″moja dosadašnja iskustva su vrlo važna″, ova tvrdnja je ocijenjena najviše (interval 5). **H1: Najveći utjecaj na izbor odmora starijih imaju dosadašnja iskustava, ta hipoteza je potvrđena.**
Rezultati ankete gdje su ispitanici identificirali način dolaska u hotel pokazuje da je 70% ispitanika dolazilo u hotel osobnim automobilom, iako Dobrna nudi u slučaju korištenja petodnevnog paketa besplatan prijevoz do hotela i natrag do mjesta stanovanja. Gosti su također napisali da s besplatnim prijevozom do hotela i natrag do mjesta stanovanja nisu bili upoznati, te je potrebno obavijestiti goste u ovoj ponudi prilikom dolaska u hotel.
U anketi su gosti Termi Dobrna s 83,33% potvrdili tvrdnju da je najvažniji razlog za posjet lječilištu kvalitetna usluga, ova tvrdnja je ocijenjena najviše (interval 5). **H2: Terme Dobrna imaju visokokvalitetne usluge za starije osobe, ta hipoteza je potvrđena.**
Rezultati ankete gdje su ispitanici ocjenjivali izvore za dobivanje informacija o hotelu pokazuju da je 23,33% ispitanika dobilo informacije o hotelu iz medija, što je vrlo čudno. Hotel sam poznavao, ova tvrdnja je potvrđena s 3,33%, što znači da Terme Dobrna u prvom redu dobivaju goste preko dobrog izbora medija koji im omogućuju dobru reklamu. Rezultati su pokazali da mediji imaju jak utjecaj na starije goste, a također je potrebno potaknuti one medije koji su odigrali ključnu ulogu u prenošenju pozitivne informacije na televiziji, internetu i na naslovnicama raznih novinama. Mediji bi trebali isticati važnost starijih ljudi i njihov doprinos u društvu.
Gosti Termi Dobrna imaju dobra iskustva s ovim hotelom. Najviše je ocijenjena tvrdnja ″boravak u ovom hotelu je u cjelini vrlo važan za mene″, ovaj argument 80% ocjenjuje najviše (interval 5).
Ocjenjujući cijenu hotelskog smještaja najviše je bila ocijenjena tvrdnja ″cijena noćenja s doručkom / polupansion je povoljna″, jer 35% gostiju ocjenjuje ovaj argument s najviše osvojenih bodova (interval 5).
U anketi gdje smo utvrđivali kako ispitanici ljetuju, najviše je bila ocijenjena tvrdnja ″sam biram aktivnosti-izlete i drugi zabavni program″, ovaj argument je 76.66% ispitanika ocijenilo s najviše osvojenih bodova (interval 5). Rezultati

pokazuju da gosti žele sve dodatne aktivnosti sami izabrati. **H3: Stariji žele sami odabrati dodatne aktivnosti, ova hipoteza je potvrđena.**
Dobrna ima puno potencijala za starije osobe i bilo bi potrebno uspostaviti učinkovit sustav komunikacije s gostima i potaknuti ih da prijave nezadovoljstvo i probleme s kojima se suočavaju tijekom svog boravka u hotelu.

ZAKLJUČAK
Putovanje je hrana za um, oči i srce. Za razliku od prijašnjih generacija stariji su gosti danas vrlo heterogen segment, u mirovini imaju prioritete putovanja, gimnastike, plesa. Sve se veći broj starijih ljudi odlučuje putovati jer žele pobjeći od svakodnevne usamljenosti i započeti svoj novi život. Važno je i potrebno da se stariji druže s mlađima, putovanje je idealna prilika za komunikaciju i druženje s ljudima svih generacija. Međuljudske veze, kulturne, rekreacijske i zabavne djelatnosti u času putovanja stvaraju socijalne interakcije. Zbog stalnih promjena u potražnji u turizmu i rastućoj potražnji za starije osobe, ova skupina je perspektivna niša na tržištu, čemu će se u budućnosti posvetiti veća pozornost. To će zahtijevati veća istraživanja na području života starijih ljudi koja će podići svijest među turističkim operaterima i prilagoditi potrebe stvaranja. Na odmoru stariji gosti očekuju visoku razinu kvalitete i žele obećane usluge ponude. Pri tome važnu ulogu igraju svi zaposlenici u tvrtki jer nije samo ponuda ta koja kod gosta stvara zadovoljstvo, već su svi zaposlenici ti koji ponudu čine privlačnom. Glavni nedostatak je činjenica da se u slučaju nezadovoljstva gosti ne tuže. Pritužbe su jedan od internih izvora podataka iz kojih tvrtka crpi prijedloge kako poboljšati kvalitetu poslovanja. Samo izrečenom pritužbom tvrtka može ispraviti pogreške, u budućnosti bi bilo potrebno formulirati odgovarajući sustav izvještavanja o žalbama i motivirati starije goste da se u slučaju nezadovoljstva prituže. Ispitanici imaju dobra iskustva s hotelom, jer imaju kvalitetu usluge, boravak u hotelu je vrlo važan za njih, u hotelu osjećaju puno topline, naklonjenosti od strane osoblja, ovaj argument je potvrđen sa 100%: Dobrna ima goste koji se vraćaju, a to pokazuje da su usluge u skladu s očekivanjima starijih. To im omogućuje da se približe gostima i njihovim potrebama, očekivanjima i zahtjevima. S obzirom na sve veću konkurenciju na tržištu, važno je stvaranje kvalitetne ponude sa što povoljnijim cijenama koja će zadovoljiti potrebe i zahtjeve starijih i pružiti im nezaboravna iskustva.

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PREPARATIONS FOR TEACHING ENGLISH TO THE ELDERLY

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Abstract
Learning English in later life is empowering, it is a way of ageing actively, it reduces social exclusion and most importantly, it gives the elderly control over their own lives. According to the results of our research, conducted in April 2013 among elderly people living in Slovenia and young secondary school students on the subject of intergenerational learning, older adults want to learn English and many of them already do, but some of them are still insecure about their abilities to learn the languages.The purpose of this article is to explore the area of teaching English (EFL[4]) to elderly students; to consider the main issues (e.g. course/classes location characteristics, classroom characteristics, time and frequency of classes/lessons, major barriers – age related factors that influence learning) and key principles of adult learning, to find the effective strategies for teaching, educational materials that reflect their learning needs and

4 EFL – English as a foreign language

nevertheless to make sure that the potential teacher candidate is well-prepared and properly trained for transferring his/her knowledge and motivation to the elderly.
The main aim of our exploration is to learn about theory and good practices in teaching elderly students in order to be able to design our own English language course and to prepare the potential candidates in the best possible way for the future running of EFL courses for the elderly. The intergenerational centre, situated in Ljubljana where elderly people among various other activities also attend an English language workshop, is presented in the article as an example of good practice.

Keywords: elderly, active ageing, learning English, language course, good practice

1 Introduction

According to the Eurostat data[5], the proportion of the population aged 65+ will increase from 17% in 2008 to more than 20% in 2025 and to 30% in 2060. In particular, the proportion of the population aged 80+ will increase and Slovenia is not an exception in population ageing. The ration between the "active population" (aged 15-64 years) in comparison with "non-active population" (aged 65+ years), which today is 4:1, will change to 1:2 in 2050. Due to this data, new changes and demands according to new requirements and needs of the elderly need to be taken into consideration, different types of healthcare for the elderly being only one of them. A very important issue is healthy ageing which means continually reinventing yourself, finding new things you enjoy, learning to adapt to change, staying physically and socially active, and feeling connected to your family and community.
The European Union defines active ageing as "growing old in good health and as a full member of society, feeling more fulfilled in our jobs, more independent in our daily lives and more involved as citizens".[6] According to the World Health Organization, active ageing is "the process of optimizing opportunities for health, participation and security in order to enhance the quality of life as people age" (WHO, 2002).
Learning English in later life is one way of ageing actively, it is empowering, it reduces social exclusion and most importantly, it gives the elderly control over their own lives. According to the results of our research, conducted in April 2013 among elderly people living in Slovenia and young secondary school students on the subject of intergenerational learning, older adults want to learn English and many of them already do, but some of them are still insecure about their abilities to learn the languages.

2 Theoretical framework

According to some recent studies, learning in later life may compensate for negative changes associated with the ageing process (Schneider, 2003), and help older adults stay physically and mentally healthy and socially active (Purdie & Boulton–Lewis, 2003; Duay & Bryan, 2006). While a survey study of older Australians reports that health and attitude to learning are perceived as the two most important factors in active ageing (Boulton–Lewis et al., 2006.) A qualitative study provides preliminary evidence that learning is the common strategy, that is at the core of all three aspects of older Americans' perceptions of successful ageing, including engaging in social interactions and relationships, coping with life changes, being physically, mentally, and financially healthy. Learning is viewed as an effective means or strategy that can contribute to all three aspects of successful ageing (Duay & Bryan, 2006). There is empirical evidence that older adults are generally interested in learning new things, including foreign languages (American Association of Retired Persons, 2000; Boulton–Lewis et al., 2006).
Traditional ideas about how we learn foreign languages say that older adults are poor second-language learners. This misconception is based on long-standing theories about language acquisition, and also outdated stereotyping of seniors. Seniors throughout the world are proving stereotypes wrong. A recent article from the China Daily describes an increasing number of Chinese elders learning second-languages. The article notes that the trend towards purposeful language learning by seniors in China began before the 2008 Beijing Olympics. Older residents of Beijing wanted to be able to be helpful to the influx of foreigners visiting the games. Now older Chinese continue to study foreign languages, but more-so out of a desire to travel and effectively communicate with locals.[7] Another article from the New York Times outlines the trend of American seniors traveling abroad to engage in language immersion classes, which are based on the idea that the best ways to learn a new language is to surround yourself with people who speak that language. Traveling to a country where the target-language is spoken offers the best immersion learning possibilities.[8]

[5] http://epp.eurostat.ec.europa.eu/portal/page/portal/statistics/themes
[6] http://europa.eu/ey2012/ey2012main.jsp?catId=971&langId=en
[7] http://www.chinadaily.com.cn/cndy/2012-05/23/content_15361408.htm
[8] http://www.nytimes.com/2012/05/10/business/retirementspecial/learning-a-new-language-on-location.htm

Contrary to popular stereotypes, older adults can be good foreign language learners.[9] Studies on ageing have namely demonstrated that learning ability does not decline with age. If older people remain healthy, their intellectual abilities and skills do not decline (Ostwald & Williams, 1985). The greatest obstacle to older adult language learning is the doubt (in the minds of both learner and teacher) that older adults can learn a new language. Most people assume that 'the younger the better' applies in language learning. However, many studies comparing the rate of second language acquisition in children and adults have shown that although children may have an advantage in achieving native-like fluency in the long run, adults actually learn languages more quickly than children in the early stages (Butler, 2008). These studies indicate that attaining a working ability to communicate in a new language may actually be easier and more rapid for the adult than for the child. Learning a second (or a third etc.) language actually keeps the older language learners mind active. Moreover, some recent studies report that learning another language "could protect against dementia" because it "rewires" the brain and thus help delay the onset of dementia by years. Having to grapple with two languages makes the brain work harder, making it more resilient in later life, say academics. One study found that, among people who did eventually get dementia, those who were bilingual throughout their lives developed the disease three to four years later. Dr. Ellen Bialystok, of York University in Toronto, Canada, and two colleagues examined hospital records of patients diagnosed with a variety of different types of dementia. They found out that in spite of being equivalent on a variety of cognitive and other factors, the bilinguals experienced onset and symptoms and were diagnosed approximately three to four years later than the monolinguals. Specifically, monolingual patients were diagnosed on average at age 75.4 years and bilinguals at age 78.6 years.[10]

We are all aware that health is an important factor in all learning, and that many chronic diseases can affect the ability of the elderly to learn (e.g. hearing loss, visual acuity), however, hearing and vision problems are not restricted exclusively to the older learner. Thus it is more important that we find the right approaches and methods of teaching that older people can follow and that meet their needs. However, we must not forget that while new neuro-psychological research emphasizes the benefits of foreign language learning on the aging brain, very few methods have been developed specifically for older foreign language learners. Martinez (2012), an experienced foreign language teacher, warns us that in addition to the problems of pronunciation and listening comprehension encountered by many older learners, major deficits appear in commonly used teaching materials; many visual and auditory materials do not match elderly learners' interests and everyday life experiences. According to the teacher there is another important issue we need to consider when working with older learners and that is a resistance to changing their learning habits. Recent methods such as communicative language teaching banish translation into the native language — the method most older people are familiar with — and instead request that learners quickly develop speaking skills by using the foreign language in the early learning stages and interacting in authentic contexts.

However, the difficulties older adults often experience in the language classroom can be overcome through adjustments in the learning environment, attention to affective factors, and use of effective teaching methods and motivational strategies. It is also important to do a needs analysis before organizing any language courses or workshops for the elderly in order to find our what their wishes and learning needs are. A program (a context) that meets the needs of the adult learners should lead to a successful outcome. For example, learning only general English in a standard language classroom may not meet their needs, but learning English for specific purposes (e.g. English for travelling, English for every day communication, English for computers, medicine instructions, manuals for different household appliances) may be a more appropriate and effective way of language acquisition. Thus a very important factor when teaching a foreign language to an elderly is that the lesson should not only be informative, but it should also be relevant to the student. Most elderly students learn a language either as a hobby, or for travel needs. Teaching an elderly student how to make small talk when they really need to know how to get through customs at the airport is neither relevant nor appropriate. While it is important for someone to know how to hold a conversation in a foreign language, it is more important for the student to get by in a foreign country and be able to ask for the things that they need.[11] Nevertheless, teaching older adults should be a pleasurable experience for both the learner and the teacher.

3 Research methodology

The purpose of our research was to explore the area of teaching English to elderly students; to consider the main issues and key principles of adult learning, to find the effective strategies for teaching, educational materials that reflect their learning needs and nevertheless to make sure that the potential teacher candidate is well-prepared and properly trained for transferring his/her knowledge and motivation to the elderly. The main aim of our study was to learn about theory and good/best practices in teaching elderly students in order to be able to design our own English language course.

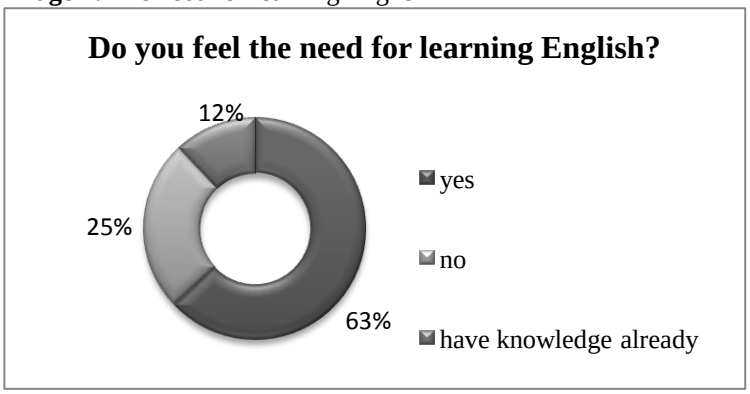
[9] http://www.language-learning-advisor.com/age-and-language-learning.html
[10] http://www.telegraph.co.uk/health/healthnews/9173552/Learning-another-language-could-protect-against-dementia.html
[11] http://www.humanities360.com/index.php/teaching-foreign-languages-to-the-elderly-and-those-with-learning-disabilities-57823/

In April 2013 we conducted an empirical quantitative research among elderly people living in Slovenia in different regions. The participants in the survey were 100 elderly (40 male and 60 female), aged 65+ years (65 years old: 47 people, 66-70: 16 people, 71-75: 15 people, 76-80: 9 people, and over 80 years old: 13 people). The majority of older people were retired (90%). 55% of them were married/partnered, 28% were widowed, 12% were divorced and 5% were single. Data for the survey were collected by a questionnaire. The needs analysis was included in our research questions.
In April 2014 we used a qualitative research method where data were collected via half-structured interviews with one of the founders of intergenerational centre in Ljubljana, and with some languages teachers there, as an example of good practice for teaching English to the elderly.

4 Results

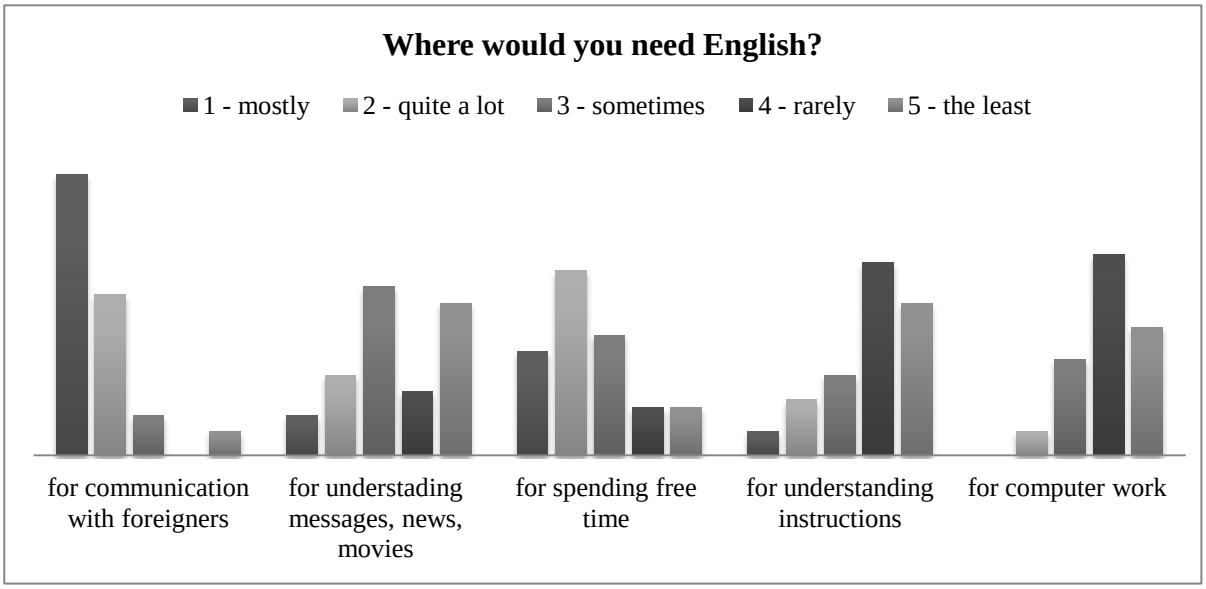
In survey, conducted in April 2013, the elderly were asked about learning foreign languages. It was quite surprising to find out that relatively high percentage of older people (41%) do not speak any foreign language, 36% of them speak only one foreign language (mainly Croatian and Serbian, also Russian or Italian), 16% of them speak two foreign languages (mentioned above + mostly German or English) and 7% of them speak three foreign languages. 63 older persons feel the need for learning English (which is quite a high percentage considering the fact that there were 37 respondents 71+ years old), 25 do not and 12 people already have the knowledge (Image 1).

Image 1: The need for learning English



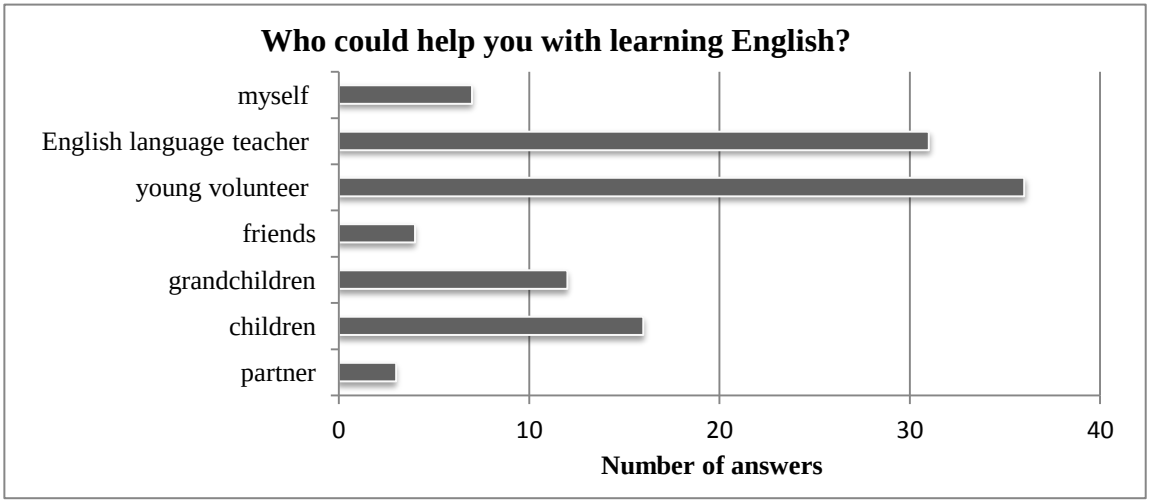
According to these results only 63% of the elderly could answer the question about when or where they would need the English language because the other 37% don't need it or already speak the language. The results in Image 2 show that the majority of elderly would mostly or quite a lot need English for communication with foreigners and spending free time, sometimes also for understanding messages, news, movies etc., rarely or the least for understanding instructions (e.g. for medicine, cosmetics, household appliances) and computer work.

Image 2: The need for English according to the elderly



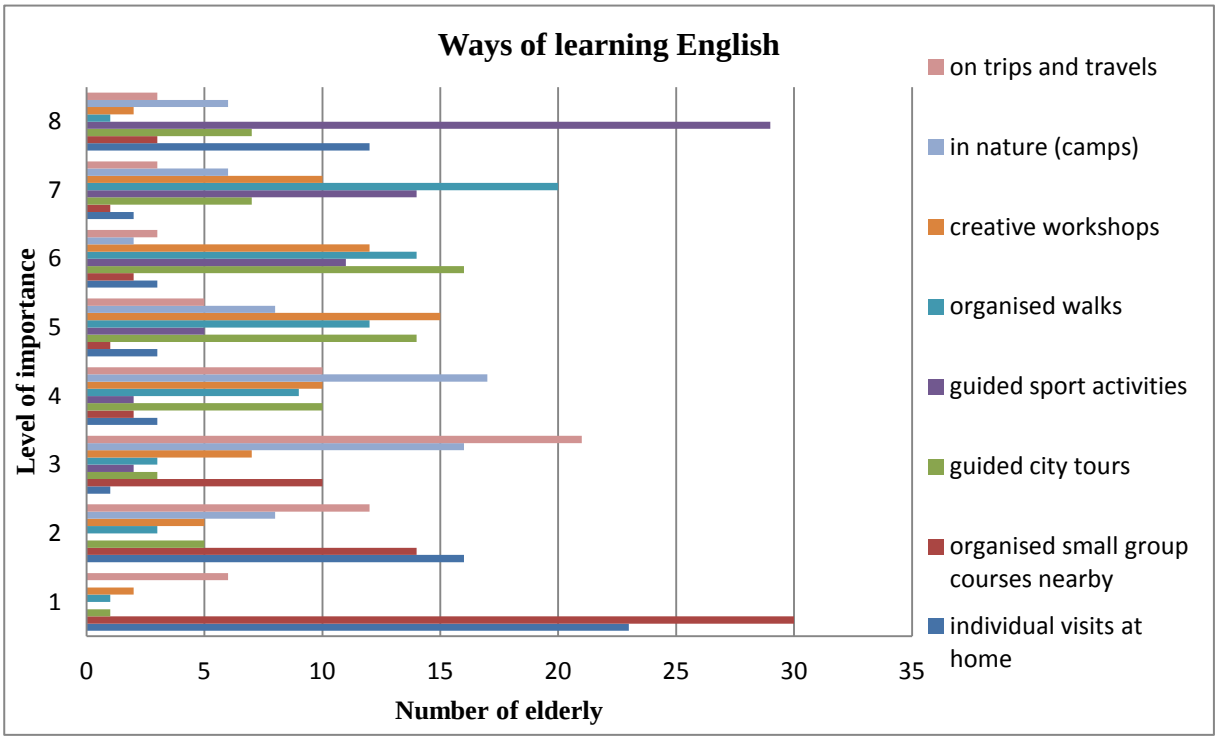
The next research question about who could help the elderly with learning English was (for the same reason as before) also answered by 63 survey participants (out of 100). As shown in Image 3, most of the elderly think that a young volunteer (36) or an English language teacher (31) could help them acquire the knowledge. Only 16 elderly people think that their children and even less of them (12) think that their grandchildren could help them. However, the least appropriate teachers of English according to the elderly would be their partners or friends.

Image 3: Help with learning English according to the elderly



The elderly were also asked what ways or approaches of learning English would be the most appropriate for them. The vertical numbers 1-8 in Image 4 present the level of importance, where number 1 stands for the best way of learning English and level 8 for the least appropriate approach. According to the elderly the best way of learning and teaching English would be in a form of organised English language courses in small groups near their homes. Individual visits at older people's homes, they also see as a very good way of learning the language. The least appropriate way of learning/teaching English for most elderly people would be guided sport activities.

Image 4: Ways of learning English according to the elderly



In order to see how theory works in practice, we talked to the founder of the biggest Slovenian volunteer project, called Simbioza. We also interviewed the teachers who work with the elderly.

The project Simbioza started in 2011 with the goal to improve the quality of life and well-being of the elderly; to introduce them with basic computer skills and to provide learning opportunities for both (the volunteers and the elderly). The main purpose was to raise the older students' self-esteem and confidence not only via encouraging them to use a computer but also via learning a foreign language among many other activities.

The courses/workshops are held at more than 300 different locations in Slovenia. Until today more than 9.000 volunteers and 16.000 participants shared their knowledge and experience. According to the initiators of the project, the elderly are very motivated for learning as they are "swallowing" the new knowledge. They socialize, feel important and useful.

The English teachers told us that the English workshops/classes are held once a week and last approximately 60-75 minutes. It was important for us to find out how the teachers prepare for the lessons. The teachers pointed out that the most important thing is to focus on their fields of interest and that the preparation phase is quite time consuming because it takes time to find the effective teaching approaches and the right teaching materials that reflect the older students' needs. It is crucial that the elderly students find the material useful and relevant otherwise it is meaningless to them. It is also very important to prepare good practice materials and home-work practice worksheets with clear instructions and examples. The elderly acquire the knowledge slowly, thus it is expected from the teacher to be patient with them and willing to repeat his/her explanations/instructions as many times as necessary.

5 Discussion

Apart from conducting a survey with a general needs analysis, it is necessary to consider other important issues before designing and organising an English language course for the elderly. We need to start from a very beginning and find a suitable location for classes, which is close to where elderly live or easily accessible by public transport. The classroom needs to be bright with good acoustics and sufficient space for wheelchairs, canes and walkers, and close to accessible bathrooms. There needs to be enough space for desks with the chairs that provide needed back support. We also need to take into consideration that the elderly usually prefer classes in the morning and in order to reinforce what they are learning, classes should meet at least three times a week (six hours/week).

As already pointed out, the elderly students might have a range of physical and mental problems that could affect their ability to learn. These may include preoccupation with personal problems, depression, hearing and vision difficulties and learning disabilities. The teacher should identify the problem and lead the lessons accordingly. For example he/she can encourage laughter, use a variety of teaching methods, incorporate social activities into the classroom to give students a sense of belonging to a community, teach vocabulary about feelings so students can express how they feel, and include exercise and movement activities in the classroom. To help the elderly with hearing impairment or vision problems feel comfortable in an English language classroom, the teacher should speak clearly, loudly and slowly, use facial expressions or gestures to give additional meaning cues, reinforce oral language with visual materials, provide adequate lighting, eliminate background noise and distractions, use print materials in dark type and a larger point font size, use reading materials that are reader-friendly to older eyes, repeat crucial information more times, etc. The teacher can use a native language (elderly students' first language) to build content knowledge, alleviate anxiety or explain concepts in learning English. One effective strategy is the "review/preview method" in which the teacher introduces a lesson in the native language, conducts the lesson in English, and then switches back to the native language to check understanding and answer questions.[12] It is also advisable to use technology to encourage the activity and stimulate students' desire to learn. Video and audio are some of the most effective ways of building communication skills. Video shows language use in action, by allowing learners to see a conversation between speakers. This gives students a chance to comment not only on what is being said, but on how it is being said. Video can be used to improve listening skills and cross-cultural awareness.

According to Andrea Nevins, a health educator and gerontologist[13], we need to keep in mind the following adult learning principles when designing a course for the elderly:

- Learning is enhanced when it is immediately applicable to real life contexts.
- Learning depends upon past and current experience.
- Older adults prefer learning that is problem-centered and readiness to learn must exist before effective teaching can be done. Adults are people whose style and pace of learning has probably changed. Senior adults learn through their physical senses about the world around us.
- Senior adults better retain what they have learned when learning is exciting, lively, and informal.
- Adults want guidance, not grades.

6 Conclusion

The results show that:

- the majority of elderly (63%) feel the need to learn English,
- the majority of elderly would mostly need English for communication with foreigners and spending free time,
- the majority of elderly would prefer to learn English in small groups of organised English courses near their homes,
- the majority of elderly think that a young volunteer or an English language teacher would be the most appropriate teacher for them.

This article aimed at exploring the main issues in teaching English to the elderly, which need to be considered in the phase of preparations before designing a language course.
The results of the survey together with our exploration of theory and good practice made us realise that the elderly are a specific group of people with special learning needs and barriers which can be overcome by identifying the effective strategies and educational materials. It is important to have in mind that the lessons should not be only informative but relevant to the elderly students.

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EXPERIENCES AND ATTITUDES TOWARDS AGEING IN EUROPEAN COUNTRIES

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Abstract
If the twentieth century in human history was the century of social change, the twenty-first century should have been marked by social and political innovation (Drucker, 1996) also in the field of social perception of the elderly, understanding of their role in society and an urgent paradigm shift of attitude towards the ageing process. The reality is socially constructed (Berger, Luckmann, 1988). As well as age. Age was constructed and reconstructed also with the help of social and economic policies as a handy social category for the purposes of allocating resources and rationalization (Walker, 2000). Consequently, different age society groups have been developed, among which there are constant tensions, which are also expressed in the form of stereotypes associated with old age, and gerontoism, a form of discrimination against the elderly. Generally speaking, the European population is ageing evenly, although there are differences between generations in individual European countries. In this paper the results of our own research have been compared with the results of the study "Experiences and Expressions of Ageism" within the framework of the European Social Survey 2008, in which have participated thirty European countries.

Keywords: ageing, attitude, experiences, stereotypes, gerontoism

UVOD

Generacijske razlike su oduvijek postojale. Uloga i moć pojedinih generacija, u različitim vremenima, drugačije se odražavala u društvu. Budući da su u nekom trenutku bile više favorizirane fizičke sposobnosti mladih vojnika i fizička ljepota mladih djevojki, ipak s druge strane, društvena moć još više potvrđuje intelektualna dostignuća i mudrosti starih i intelektualaca i društveno izbjegavanje stavova starijih dama. Retrospektivni pogled nas uči, da su se generacije morale prilagođavati društvenim normama vremena i u pravom trenutku prosperirati na način, da su postali društveno vidljivi, prepoznatljivi i tako odigrali svoju društvenu ulogu kao najbolji.

Svjetsko, a također i slovensko stanovništvo stari, a na to nas upozoravaju brojna demografska istraživanja. Skupina starijih od 65 godina u Sloveniji se sve više približava jednoj petini. Demografske projekcije predviđaju, da će se taj udio za manje od polovice ovog stoljeća gotovo udvostručiti. Zato je potrebno još danas svu stručnu i znanstvenu pozornost usmjeriti u rješevanje generacijskih sukoba i uklanjanje generacijskih razlika, koje će u budućnosti još više slabiti međugeneracijsku povezanost.

Međugeneracijski odnosi između mladih i starih je ugroženo, što se očituje u sve većem odazivu mladih na društvene i političke promjene, niskoj percepciji mladih do stare populacije, čestom sukobu generacija i inače normalne komunikacije (Lipič, 2013).

I kakva je danas društvena uloga starije populacije u društvu? Kako opažamo proces starenja? Kako se starosna razlika odražava u društvu? Kako je s pojavom gerontoizma? To su samo neka od naših uvodnih istraživačkih pitanja, koja smo postavili u našem istraživanju i na koja želimo odgovoriti tako, da ćemo na osnovu rezultata istraživanja imati bolji uvid u međugeneracijsko prihvaćanje.

Starost kao fenomen je izazov znanosti i duhovnosti (Ovsenik, Lipič, 2011a), još više, starost je izazov znanosti i ujedno umjetnost života (Ovsenik, Lipič, 2011b). Naučiti stariti ostaje dilema, jer i u starosti govorimo o razvoju, o kompleksnoj igri gena i životnog stila, koja s ozirom na biološke, sociološke i duhovne čimbenike različito utječe na poboljšanje procesa starenja (Ovsenik, Lipič, 2011b).

Ako je dvadeseto stoljeće u povijesti čovječanstva stoljeće društvenih promjena dvadeset i prvo stoljeće bi trebalo biti obilježeno društvenim i političkim inovacijama (Drucker, 1996) također na području društvene percepcije starih, shvaćanja njihove uloge u društvu i hitne paradigme odnosa do procesa starenja. Starim ljudima je potrebno obraćati se etički, s poštovanjem i dostojanstvom i pružiti mogućnost, da sami odlučuju o svom životu (Miloševič Arnold, 2003).
Stvarnost je društveno konstruirana (Berger, Luckmann, 1988). Također i starost. Starost je bila konstruirana i rekonstruirana također s pomoću društvenih i ekonomskih politika kao priručna socijalna kategorija za potrebe raspoređivanja sredstava i racionalizaciju (Walker, 2000). Kao rezultat toga, su se oblikovale različite starosne društvene skupine, među kojima konstantno dolazi do tenzija, koje se izražavaju također u obliku stereotipa, povezanih sa starosti i gerontoizma, oblika diskriminacije starih ljudi.
Kakav je danas položaj starijih osoba u društvu? Marginalizacija i diskriminacija starijih osoba danas je društvena stvarnost. I pri tom nisu izuzete ni neke institucije, kao što su osiguranja, koje starijima od 70. godina više ne odobravaju životno osiguranje ili banke, koje im više ne odobravaju kredite (na primjer za najam zaštićenog stana, iako kasnije mogu dobiti hipoteku ili ostati njihovi nasljednici) ili druge trgovine, ceste, autobusi, službene uredne vladine i nevladine ustanove ... Tu se radi o formalnim oblicima diskriminacije. Neformalne, nenapisane oblike diskriminacije, s kojima se starije osobe svakodnevno susreću su na primjer nemogućnost dobivanja posla kad pređu neku starosnu dob. Sve to vodi starije ljude u izolaciju (Lipič, Ovsenik, 2013a). Poznato je da je usamljenost najveća bolest starije populacije (Pečjak, 2007). To se pokazuje u njihovom povlačenju iz društva s jedne strane, a s druge strane, društvo gura starije samo od sebe. Novi oblici diskriminacije predstavljaju i objavljivanje nekih informacija samo na Internetu, a neka istraživanja navode, da samo 10 % starijih osoba vlada Internetom. Govorimo o informacijskoj izolaciji.
Europsko stanovništvo, općenito govoreći, stari jednakomjerno, međutim dolazi do razlika među generacijama u pojedinim europskim državama. U ovom radu su rezultati vlastitog istraživanja koja ćemo usporediti s rezultatima istraživanja »Experiences and Expressions of Ageism«, u okviru Evropskog društvenog istraživanja 2008 (Toš, 2012a), u kojoj je sudjelovalo trideset europskih država.
Tako je u razvijenim državama kao i u tzv. zemljama u razvoju raznolika ponuda međugeneracijskih programa, koji se manifestiraju u obliku dijaloga između svih generacija, između generacije mladih i generacije starih, u obliku suradnje, uzimajući u obzir međugeneracijsku pravednost i slično (Mlinar, 2009). To pridonosi smanjenju međugeneracijske napetosti i boljem međugeneracijskom suživotu.

POGLED SLOVENACA NA PROCES STARANJA

Individualno gledano, staranje je kombinacija bioloških, sociološkiх, kulturnih i drugih procesa, koji se isprepliću međusobno i s drugim karakteristikama pojedinca, kao šta su rasa, spol i socijalno ekonomski razred (Marshall, Rowlings, 1998, str. 70). Acceto (1987, str. 5) ističe, da je gerontologija, kao znanost, koja se bavi socijalnim i medicinskim aspektima starosti i starenja, ključna socijalno medicinska znanost 21. stoljeća.
Toš i skupina istraživača (2012b) na temelju provedenog istraživanja Slovenskog javnog mnijenja 2011 (SJM 2011) i Svjetske istraživačke vrijednosti 2011 (WVS, 2011), koja je bila u Sloveniji provedena na uzorku N = 1069 anketiranih, u modulu Procjena starosnih skupina, zaključuju, da:

a) između tri starosne skupine (ljudi stari između 20 i 30 godina, ljudi stari između 40 i 50 godina i ljudi stariji od 70 godina), većina ljudi u Sloveniji po mišljenju ispitanika (na deset stupanjskoj mjerskoj ljestvici) najveći ugled pripisuju skupini ljudi između 40 in 50 godina (prosjek 6,45), onda ljudima starijim od 70 godina (prosjek 5,18) i onda skupini ljudi između 20 i 30 godina (prosjek 5,09);
b) ispitanici su na pitanje, kako prihvatljivo ili neprihvatljivo bi se većini u Sloveniji činilo, kad bi bio prikladno kvalificiran 30-godišnjak ili 70-godišnjak postavljen za njihovega šefa, odgovorili su (na deset stupanjskoj mjerskoj ljestvici), da bi se im se činilo bolje, da je njihov šef 30-godišnjak (prosjek 6,62) nego 70-godišnjak (prosjek 4,47);
c) po mišljenju ispitanika (na pet stupanjskoj mjernoj ljestvici) većina ljudi u Sloveniji vidi starije od 70 godina kao ljude vrijedne poštovanja (prosjek 3,20), kao ljubazne (prosjek 2,69) i nešto manje kao sposobne (prosjek 2,02);
d) prema mišljenju ispitanika suglasni su sa slijedećim tvrdnjama (na pet stupanjskoj mjernoj ljestvici) slijedi po slijedećem redoslijedu: stariji ljudi dobivaju od države i više nego dovoljno (prosjek 3,03), tvrtke, koje zapošljavaju samo mlade, posluju bolje od tvrtki koje zapošljavaju ljude različitih starosti (prosjek 2,97), stariji ljudi su teret društvu (prosjek 2,93), stariji ljudi imaju previše političkog utjecaja (prosjek 2,64), danas se stariji ljudi ne poštuju dovoljno (prosjek 2,07).

ISKUSTVA I STAVOVI PREMA STARENJU U EUROPSKIM ZEMLJAMA

Pri planiranju vlastite istraživačke studije na području proučavanja iskustva i stavova prema starenju, nam je bila osnovna vodilja, da lako rezultate istraživanja usporedimo s rezultatima nekog visokog europskog istraživanja. Pri proučavanju novije gerontološke i metodološke literature smo našli istraživanje Iskustva i stavovi prema starenju (Experiences and Expressions of Ageism – ESS 2008/E) u okviru Europske društvenog istraživanja 2008. Prema podacima Toša i skupine istraživača (2012a) je spomenuto istraživanje u Sloveniji uključivalo uzorak N = 1286

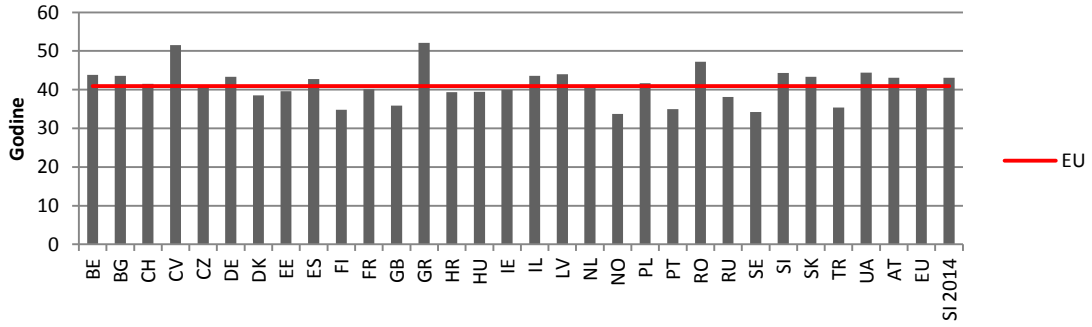
anketiranih, od toga 24,4 % starih 29 ili manje godina i 75,6 % 30 ili više godina. U istraživanju je sudjelovalo trideset europskih država.
Metodološki smo vlastito istraživanje napravili tako, da ćemo je moći lako usporediti s rezultatima međunarodnog istraživanja Iskustva i odnos prema starenju (Experiences and Expressions of Ageism – ESS 2008/E). Upotrijebili smo relevantne metode analitičke statistike i metodu usporedbe rezultata oba istraživanja. U vlastito istraživanje smo uključili 144 slovenskih ispitanika tako, da je starostna struktura naših ispitanika uspрediva sa starosnom strukturom međunarodnog istraživanja: 38 ispitanika (26,4 %) je bilo starih 29 ili manje godina i 106 ispitanika (73,6 %) 30 ili više godina. Podatke smo prikupili sa 36 pitanja zatvorenog tipa. Anketiranje je bilo anonimno, poštivale su se sve etične norme na području prikupljanja podataka, a bila je provedena u travnju 2014.

Rezultate istraživanja predstavljamo u nastavku:

- Prva dva pitanja su povezana sa starošću:

P1: Šta bi rekli, pri kojoj starosti ljude ne percipiramo više kao stare?

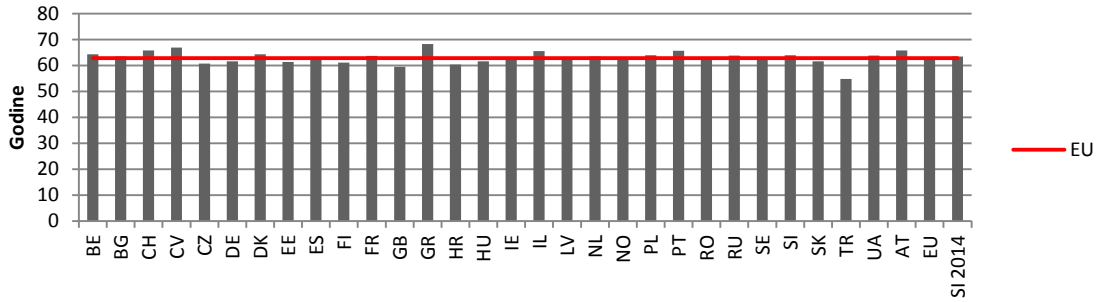
Slika 2: Šta bi rekli, pri kojoj starosti ljude ne percipiramo više kao stare?



Po mišljenju slovenskih ispitanika, prosjek starosti 44,31 godina ljude već ne doživljavamo kao mlade. Mi smo iznad europskog prosjeka, koji iznosi 40,90 godina. Hrvatski ispitanici pri prosječnoj starosti 39,32 godina ljude više ne doživljavaju kao mlade i tako u ispod europskim prosjeka. Najniža prosječna starost, kad ljude više ne doživljavamo kao mlade, je u Norveškoj 33,70 godine i najviša u Grčkoj 52,10 godine.
Naravno, ne smijemo zanemariti činjenicu, da se u državama EU u razdoblju 2002-2011 očekivani životni vijek za žene povećao s 80,9 na 83,2 godina, a kod muškaraca s 74,5 na 77,4 godine. U Sloveniji je u proučavanom razdoblju očekivani životni vijek žena narastao s 80,5 na 83,3 godina, a kod moškaraca s 72,6 na 76,8 (Lipič, Ovsenik, 2013b).
Rezultati našeg vlastitog istraživanja u Sloveniji u 2014. godini prema podacima iz 2008. godine pokazuju da je starostna granica, u kojoj ljude više ne doživljavamo kao stare, čak i smanjio iz prosjeka 44,31 godine u 2008 na 43,12 godine u 2014. Silazni trend starostne granice je zabrinjavajuć.

P2: Šta bi rekli, u kojoj dobi ljude počinjemo doživljavati kao stare?

Slika 3: Šta bi rekli, u kojoj dobi ljude počinjemo doživljavati kao stare?



U Sloveniji prema mišljenju ispitanika, pri prosječnoj starosti od 63,91 godine ljude počinjemo doživljavati kao stare. Također, ta starost je iznad europskog prosjeka, koji iznosi 62,80 godinu. Hrvatski ispitanici u prosječnoj dobi od 60,35 godina ljude počnu doživljavati kao stare i time su ispod europskog prosjeka. Najniža prosječna starost, kada ljude počinjemo doživljavati kao stare, je u Velikoj Britaniji 59,49 godina i ponovno najviša u Grčkoj 68,25 godina.
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se starostna granica, u kojoj ljude počinjemo doživljavati kao stare, također smanjila iz prosječno 63,91 godine u 2008 na 62,90 godine u 2014. Također, silazni trend dobne granice upozorava na ozbiljne probleme društvene percepcije starenja.

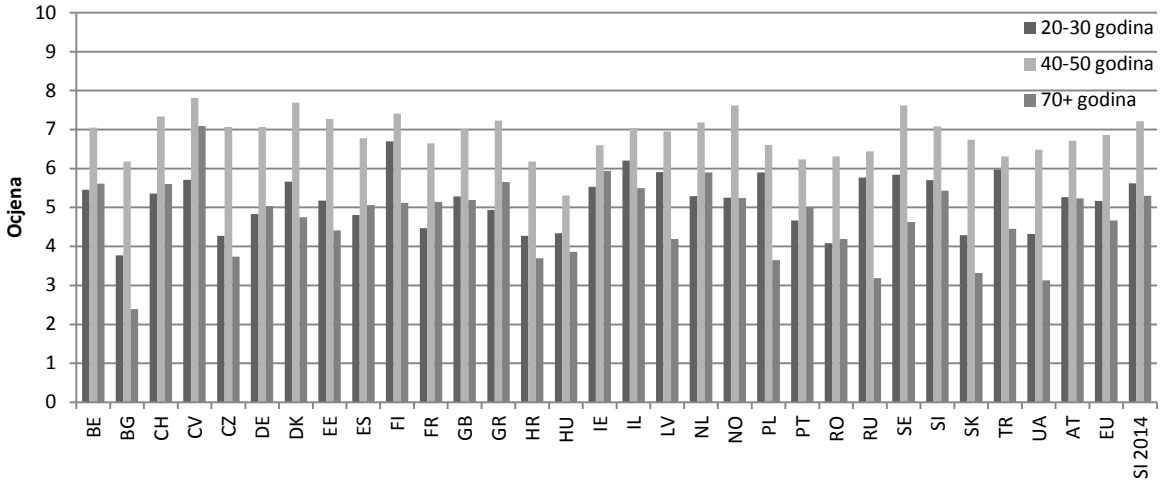
- Slijede tri pitanja o tome kakav društveni ugled imaju ljudi iz različnih dobnih skupina:

P3: Recite, kakav ugled većina ljudi pripisuje ljudima starim između 20 i 30 godina?

P4: Recite, kakav ugled većina ljudi pripisuje ljudima starim između 40 i 50 godina?
P5: Recite, kakav ugled većina ljudi pripisuje ljudima starijima od 70godina?

Određivanje društvenog ugleda ljudi iz različnih dobnih skupina a to su ljudi stari između 20 i 30 godina, stari između 40 i 50 godina, te stariji od 70 godina, se mjerila na 10 stupanjskoj ljestvici (0 – iznimno nizak ugled u društvu, 10 – iznimno visok ugled u društvu).

Slika 4: Društveni ugled ljudi iz različnih dobnih skupina

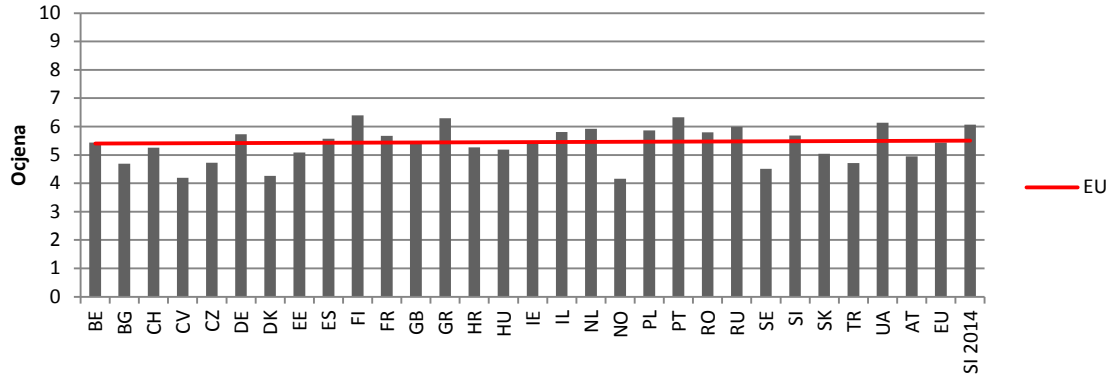


Zajednički europski prosjek kaže, da najveći ugled pripisujemo ljudima starim između 40 i 50 godina (prosjek 6,86), zatim ljudima starim između 20 i 30 godina (prosjek 5,17) i najniži ugled ljudima starijim od 70 godina (prosjek 4,67). Isti redoslijed društvenog ugleda tri starosne skupine su izbrali također ispitanici u Sloveniji i Hrvatskoj, ali su vrijednosti za Sloveniju iznad i vrijednosti za Hrvatsku ispod europskog prosjeka. Tako se najvišji ugled pripisuje ljudima starim između 40 i 50 godina (slovenski prosjek 7,08; hrvatski prosjek 6,18), zatim ljudi stari između 20 i 30 godina (slovenski prosjek 5,70; hrvatski prosjek 4,34) i najnižji ugled ljudima starijim od 70 godina (slovenski prosjek 5,43; hrvatski prosjek 3,70).
Ljudi stari između 20 i 30 godina najniži ugled pripisuju u Bugarskoj (prosjek 3,77) i najviši u Finskoj (prosjek 6,70).
Ljudi stari između 40 i 50 godina najniži ugled pripisuju u Bugarskoj i u Hrvatskoj (prosjek 7,81) a najviše u Cipru (prosjek 7,81).
Ljudima starijim od 70 godina najniži ugled pripisuju u Bugarskoj (prosjek 2,39) i najviše u Cipru (prosjek 7,09).
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da je s jedne strane malo snižen ugled ljudi starih između 20 i 30 godina i ljudi starijih od 70 godina, a nešto viši ugled ljudi starih između 40 i 50 godina.

- Slijedeće pitanje je povezano s prednošću zapošljavanja različitih starosnih skupina:

P6: Koliko vas brine mogućnost, da bi poslodavci pri zapošljavanju dali prednost ljudima starim između 20 i 30 godina, pred onima koji su stari između 40 i 50 godina ili starijima?

Razina zabrinutosti u vezi prednosti pri zapošljavanju se mjerila na 10 stupanjskoj ljestvici (0 – uopće me ne brine, 10 – jako me brine).
Slovenski ispitanici su u prosjeku (5,68) u odnosu s europskim prosjekom (5,43) više zabrinuti, da bi poslodavci dali prednost ljudima starim između 20 i 30 godina pred onima u dobi između 40 i 50 godina ili starijima. Hrvatski ispitanici su u prosjeku (5,27) manje zabrinuti od europskog prosjeka i prosjeka slovenskih ispitanika. Zabrinutost, da bi poslodavci dali prednost pri zapošljavanju ljudima starim između 20 i 30 godina pred onima koji su stari između 40 i 50 godina ili starijima, je najniža u Norveškoj (prosjek 4,16) i najviša u Finskoj (prosjek 6,40).
Slika 5: Prednost pri zapošljavanju različitih starosnih skupina

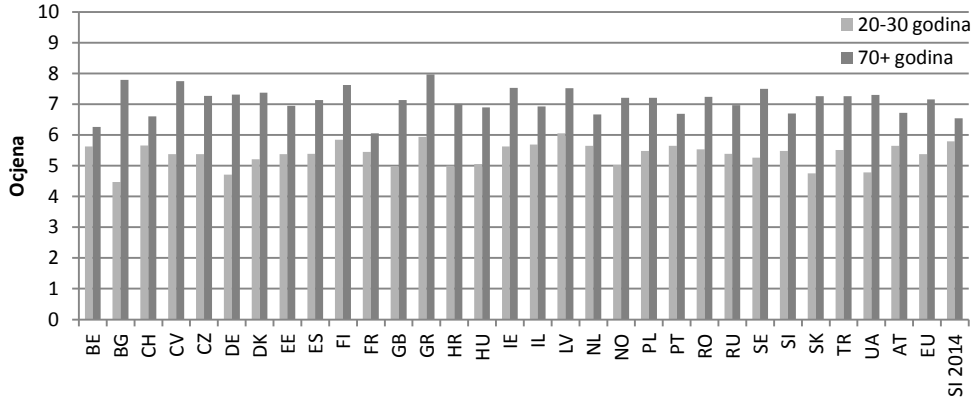


Rezultati vlastitog istraživanja u Sloveniji 2014. godine u odnosu na podatke iz 2008. godine pokazuju, da je zabrinutost da bi poslodavci dali prednost ljudima starim između 20 i 30 godina pred ljudima starim između 40 i 50 godina ili starijima od 70 godina, iz prosjeka 5,68 u 2008. godini porastao na 6,07 u 2014. godini, šta lako možemo pripisati sveopćoj recesiji i rastu nezaposlenosti u Sloveniji.

- Slijede pitanja o utjecaju različitih starosnih skupina o navikama i načinu života u državi:

P7: Mislite li da većina ljudi starih između 20 i 30 godina ima dobar ili loš utjecaj na (nacionalne) navike i način života?
P8: Mislite li da većina ljudi starijih od 70 godina ima dobar ili loš utjecaj na (nacionalne) navike i način života?

Slika 6: Utjecaj različitih starosnih skupina na navike i način života

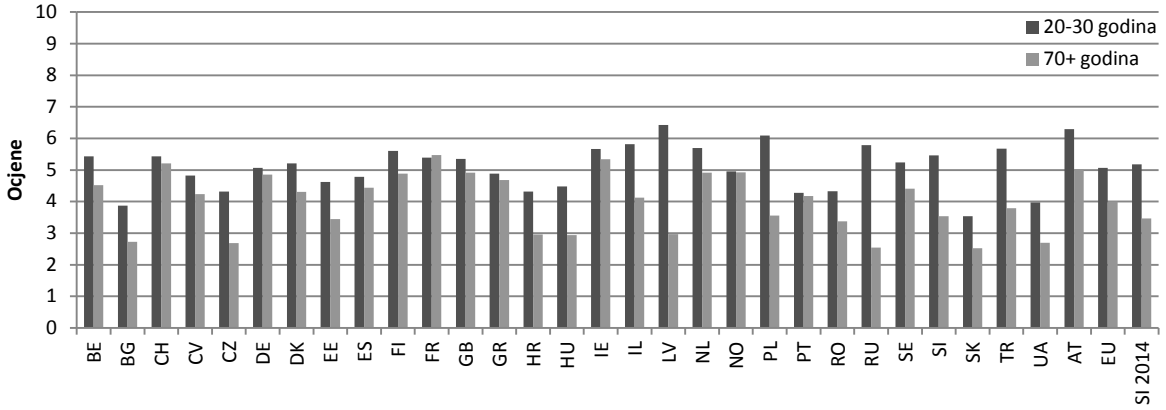


Utjecaj različitih starosnih skupina na navike i način života se mjerio na 10 stupanjskoj ljestvici (0 – izuzetno slab utjecaj, 10 – izuzetno dobar utjecaj).
Slovenski ispitanici su istaknuli da većina ljudi starih između 20 i 30 godina u prosjeku (5,48) imaju ponešto dobrog utjecaja na navike i način života i tako se uvrštavaju iznad europskog prosjeka (5,37). Hrvatski ispitanici su na to pitanje odgovorili tako da su na 10 stupanjskoj ljestvici u potpunosti u sredini (vrijednost 5,00) in izražavaju neutralno mišljenje. Najmanji utjecaj ljudi starih između 20 i 30 godina na navike i način života u državi u prosjeku izražavaju ispitanici u Bugarskoj (4,47) i najviše u Latviji (6,05).
Europski prosjek u vezi utjecaja ljudi starijih od 70 godina na navike i način života u državi iznosi 7,15. Kako slovenski (6,70) tako i hrvatski prosjek (7,01) je ispod europskog prosjeka šta znači, da osobe starije od 70 godina u Sloveniji i u Hrvatskoj imaju slabiji utjecaj na navike i način života od europskog prosjeka. Najmanji utjecaj ljudi starijih od 70 godina na navike i način života u državi u prosjeku izražavaju ispitanici u Francuskoj (6,05) i najviši u Grčkoj (7,97).
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se utjecaj ljudi starih između 20 i 30 godina na navike i način života u Sloveniji povećao iz prosječno 5,48 u 2008 na 5,75 u 2014, dok se utjecaj ljudi starijih od 70 godina smanjio iz prosječno 6,70 u 2008 na 6,54 u 2014.

- Slijedeća pitanja razrađuju doprinos pojedine starosne skupine u gospodarstvu danas:

P9: Općenito govoreći, šta mislite, da li ljudi stari između 20 i 30 godina daju mali ili velik doprinos (državnom) gospodarstvu danas?
P10: Općenito govoreći, šta mislite, da li ljudi stariji od 70 godina daju mali ili velik doprinos (državnom) gospodarstvu danas?

Slika 7: Doprinos svake starosne skupine u gospodarstvu danas



Doprinos različitih starosnih skupina u nacionalnom gospodarstvu se mjerio na 10 stupanjskoj ljestvici (0 – pridonose vrlo malo, 10 – pridonose jako puno).

Analiza pokazuje, da je doprinos ljudi starih između 20 i 30 godina nacionalnom gospodarstvu u Sloveniji (prosjek 5,46) iznad i u Hrvatskoj (prosjek 4,32) ispod europskog prosjeka (5,07). Najmanji doprinos ljudi starih između 20 i 30 godina u nacionalnom gospodarstvu izražava se u Slovačkoj (prosjek 3,54) i najviše u Latviji (prosjek 6,43).

Po mišljenju slovenskih (prosjek 3,54) i hrvatskih ispitanika (prosjek 2,96) ljudi stariji od 70 godina doprinose nacionalnom gospodarstvu manje nego je europski prosjek (4,00). Najmanji doprinos starijih od 70 godina u nacionalnom gospodarstvu izražava se u Slovačkoj (prosjek 2,52) i najviši u Francuskoj (prosjek 5,47).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da je smanjen doprinos u gospodarstvu kako ljudi između 20 i 30 godina (iz prosjeka 5,46 u 2008 na 5,18 u 2014) kao i kod ljudi starijih od 70 godina (iz prosječno 3,54 u 2008 na 3,47 u 2014).

- Stupanj opterećenja nacionalnog zdravstvenog sistema, koji predstavljaju stariji od 70 godina je provjerilo pitanje:

P11: Mislite li da ljudi stariji od 70 godina predstavljaju teret za (državni) zdravstveni sistem, ili ne?

Da li ljudi stariji od 70 godina predstavljaju teret za državni zdravstveni sistem mjerio se na 10 stupanjskoj ljestvici (0 – nisu teret, 10 – veliki teret).

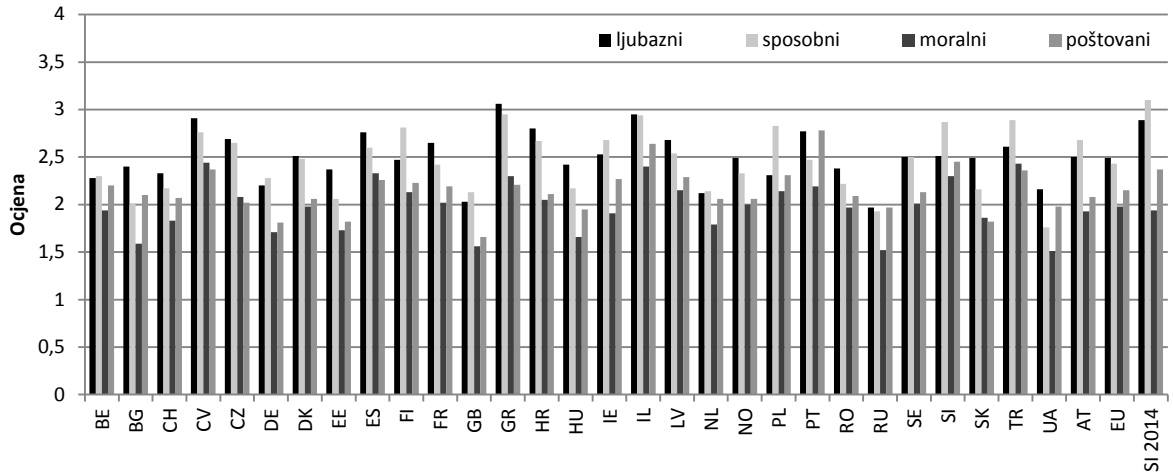
Slovenski ispitanici (prosječno 4,93) su u usporedbi s europskim prosjekom (5,19) manje kritični da ljudi stariji od 70 godina predstavljaju teret za državni zdravstveni sistem. Suprotno i kritičnije mišljenje izražavaju hrvatski ispitanici (prosjek 5,31), budući da je hrvatski prosjek nad europskim prosjekom. Najniži je prosjek u Turskoj (3,47) i najviši u Češkoj (7,38).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u usporedbi s podacima iz 2008. godine pokazuju, da je mišljenje da stariji od 70 godina opterećuju zdravstveni sistem, šta je očito povećanje iz prosječno 4,93 u 2008. godini na 5,31 u 2014. godini.

- Slijedeći skup pitanja je vezan na pogled većine ljudi u državi na ljude različitih generacija - najprije na ljude stare između 20 i 30 godina:

P12: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude stare između 20 i 30 godina kao ljubazne?
P13: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude stare između 20 i 30 godina kao sposobne?
P14: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude stare između 20 i 30 godina kao ljude s visokim moralnim načelima?
P15: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude stare između 20 i 30 godina kao ljude vrijedne poštovanja?

Slika 8: Pogled većine ljudi u državi na ljude stare između 20 i 30 godina



Ispitanici su poglede na ljude stare između 20 i 30 godina izražavali na 4 stupenjskoj ljestvici (0 – uopće nije vjerojatno, da ih vide tako, 4 – vrlo je vjerojatno, da ih vide tako).

Na sva pitanja su slovenski ispitanici odgovorili tako, da smo iznad europskog prosjeka: kao ljubazne (SI prosjek 2,51; EU prosjek 2,49), kao sposobne (SI prosjek 2,87; EU prosjek 2,43), kao ljude s visokim moralnim načelima (SI prosjek 2,30; EU prosjek 1,98), kao ljude vrijedne poštovanja (SI prosjek 2,45; EU prosjek 2,15). Prosjek hrvatskih ispitanika je iznad europskog prosjeka, koji na ljude između 20 i 30 godina gledaju kao ljubazne (HR prosjek 2,80; EU prosjek 2,49), kao sposobne (HR prosjek 2,67; EU prosjek 2,43) i kao ljude s visokim moralnim načelima (HR prosjek 2,05; EU prosjek 1,98). Ispod europskog prosjeka je pogled hrvatskih ispitanika na ljude između 20 i 30 godina, na koje gledaju kao na ljude vrijedne poštovanja (HR prosjek 2,11; EU prosjek 2,15).

Pogled na ljude između 20 i 30 godina:

a) kao na ljubazne je u prosjeku najniži među Rusima (1,97) i u prosjeku najviši među Grcima (3,06);
b) kao na sposobne je u prosjeku najniži među Ukrajincima (1,76) i u prosjeku najviši među Grcima (2,95);
c) kao na ljude s visokim moralnim načelima je prosjeku najniži među Ukrajincima (1,51) i u prosjeku najviši u Cipru (2,44);
d) kao na ljude vrijedne poštovanja je u prosjeku najniži u Velikoj Britaniji (1,66) i u prosjeku najviši u Portugalu (2,95).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se pogled na ljude stare između 20 i 30 godina nešto promijenio i po mišljenju ispitanika se ojačalo mišljenje, da su pripadnici te starosne skupine ljubazni i sposobni, a smanjilo uvjerenje, da su ljudi s visokim moralnim kvalitetama i vrijedni poštovanja.

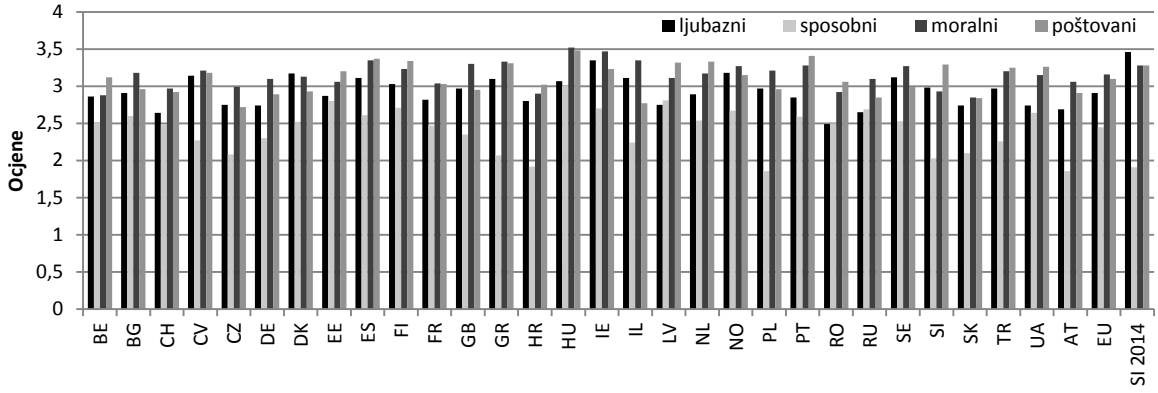
- Slijedeći skup pitanja je vezan na pogled većine ljudi u državi na ljude različitih generacija – pogled na ljude starije od 70 godina:

P16: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude starije od 70 godina kao ljubazne?
P17: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude starije od 70 godina kao sposobne?
P18: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude starije od 70 godina kao ljude s visokim moralnim načelima?
P19: Recite, koliko je vjerojatno, da većina ljudi u državi vidi ljude starije od 70 godina kao ljude vrijedne poštovanja?

Ispitanici su poglede na ljude starije od 70 godina izražavali na 4 stupenjskoj ljestvici (0 – uopće nije vjerojatno, da ih tako vide, 4 – vrlo je vjerojatno da ih tako vide).

Po mišljenju slovenskih ispitanika smo iznad europskog prosjeka, većina ljudi u Sloveniji vidi starije od 70 godina kao ljubazne (SI prosjek 2,98; EU prosjek 2,91) i kao ljude vrijedne poštovanja (SI prosjek 3,29; EU prosjek 3,10). Ispod europskog prosjeka smo, kako većina ljudi u Sloveniji gleda na ljude starije od 70 godina kao sposobne (SI prosjek 2,03; EU prosjek 2,45) i kao ljude s visokim moralnim načelima (SI prosjek 2,93; EU prosjek 3,16). Odgovori hrvatskih ispitanika su svi ispod europskog prosjeka: ljudi stariji od 70 godina su ljubazni (HR prosjek 2,80; EU prosjek 2,91), sposobni (HR prosjek 1,92; EU prosjek 2,45), s visokim moralnim načelima (HR prosjek 2,90; EU prosjek 3,16) i vrijedni poštovanja (HR prosjek 3,02; EU prosjek 3,10).

Slika 9: Pogled većine ljudi u državi na ljude starije od 70 godina



Pogled na ljude starije od 70 godina:

a) kao na ljubazne je u prosjeku najniži među Romunjima (2,49) i u prosjeku najviši među Ircima (3,35);
b) kao na sposobne je u prosjeku najniži među Austrijcima i Poljacima (1,86) i u prosjeku najviši među Mađarima (3,01);
c) kao na ljude s visokim moralnim načelima je u prosjeku najniži među Slovacima (2,85) i u prosjeku najviši među Mađarima (3,52);
d) kao na ljude vrijedne poštovanja je u prosjeku najniži među Česima (2,72) i u prosjeku najviši među Mađarima (3,48).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se pogled na ljude starije od 70 godina nešto promijenio i po mišljenju ispitanika je ojačalo mišljenje, da su pripadnici te starosne skupine ljubazni i ljudi s visokim moralnim vrijednostima, a smanjilo mišljenje, da su sposobni i vrijedni poštovanja.

- Sa slijedeća dva pitanja se ispituje, kako prihvatljivo se ispitanicima čini starosna razlika pri postavljanju šefa:

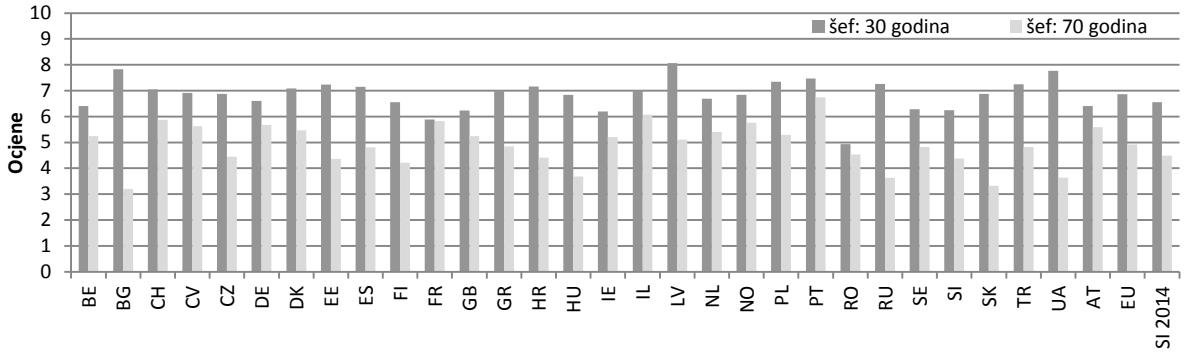
P20: Recite, kako prihvatljivo ili neprihvatljivo bi se većini ljudi u državi činilo, ako bi bio odgovarajuće kvalificiran 30-godišnjak postavljen za njihovoga šefa.
P21: Recite, kako prihvatljivo ili neprihvatljivo bi se većini ljudi u državi činilo, ako bi bio odgovarajuće kvalificiran 70-godišnjak postavljen za njihovoga šefa.

Prihvaćanje šefa, koji pripada različitim starosnim skupinama, se mjerio na 10 stupanjskoj ljestvici (0 – potpuno neprihvatljivo, 10 – sasvim prihvatljivo).

Da je za šefa postavljen odgovarajuće kvalificiran 30-godišnjak, prihvatljivost slovenskih ispitanika (prosjek 6,24) ispod i prihvatljivost hrvatskih ispitanika (prosjek 7,16) iznad europskog prosjeka (6,86). Tako slovenski (prosjek 4,38) i hrvatski ispitanici (prosjek 4,41) u vezi pitanja, da je za njihovog šefa postavljen odgovarajuće kvalificiran 70-godišnjak, izjašnjavaju tako, da su ispod europskog prosjeka (4,92).

Prihvaćanje, da je za šefa postavljen odgovarajuće kvalificiran 30-godišnjak, je najniža u Romunjskoj (prosjek 4,93) i najviša u Latviji (prosjek 8,06). Prihvaćanje, da je za šefa postavljen odgovarajuće kvalificiran 70-godišnjak, je najniža u Bugarskoj (prosjek 3,20) i najviša u Portugalu (prosjek 6,74).

Slika 10: Prihvaćanje vođe iz različitih starosnih skupina

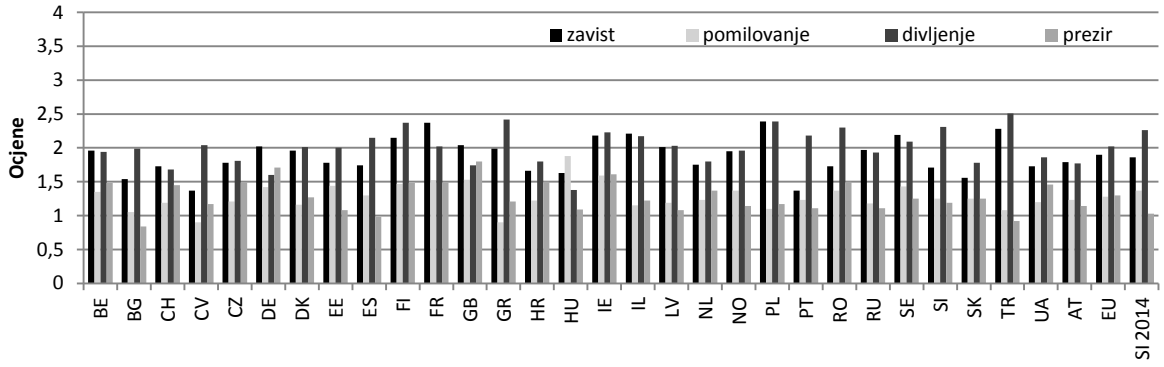


Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se poboljšava prihvatljivost, da bi ispitanici postavili za šefa odgovarajuće kvalificiranog 30-godišnjaka (iz prosječno 6,24 u 2008 na 6,55 u 2014) ili 70-godišnjeg šefa (iz prosječno 4,38 u 2008. godini na 4,49 u 2014. godini).

- Slijedeći skup pitanja je vezan na pogled većine ljudi u državi na ljude različitih generacija – najprije na ljude stare između 20 i 30 godina:

P22: Ocijenite, koliko je vjerojatno, da većina ljudi u državi gleda na ljude stare između 20 i 30 godina sa zavišću?
P23: Ocijenite, koliko je vjerojatno, da većina ljudi u državi gleda na ljude stare između 20 i 30 godina sa sažaljenjem?
P24: Ocijenite, koliko je vjerojatno, da većina ljudi u državi gleda na ljude stare između 20 i 30 godina s divljenjem?
P25: Ocijenite, koliko je vjerojatno, da većina ljudi u državi gleda na ljude stare između 20 i 30 godina s prezirom?

Slika 11: Pogled većine ljudi u državi na ljude stare između 20 i 30 godina



Ispitanici su poglede na ljude stare između 20 i 30 godina izražavali na 4 stupanjskoj ljestvici (0 – uopće nije vjerojatno da ih vide tako, 4 – vrlo je vjerojatno da ih vide tako).
Prema slovenskim ispitanicima smo bolji od europskog prosjeka, dok je većina ljudi u Sloveniji na ljude između 20 i 30 godina gleda manje sa zavišću (SI prosjek 1,71; EU prosjek 1,90), manje sa sažaljenjem (SI prosjek 1,25; EU prosjek 1,28), manje s divljenjem (SI prosjek 1,19; EU prosjek 1,30) a više s prezirom (SI prosjek 2,31; EU prosjek 2,02). Hrvatski ispitanici za ljude između 20 i 30 godina gledajući u odnosu na europski prosjek od manje zavisti (HR prosjek 1,66; EU prosjek 1,90), manje sa sažaljenjem (HR prosjek 1,22; EU prosjek 1,28), manej s divljenjem (HR prosjek 1,80; EU prosjek 2,02) a više s prezirom (HR prosjek 1,50; EU prosjek 1,30).
Pogled na ljude stare između 20 i 30 godina:

a) sa zavišću je u prosjeku najniži u Cipru i Portugalu (1,37) i u prosjeku najviši u Poljskoj (2,39);
b) sa sažaljenjem je u prosjeku najniži na Cipru i u Grčkoj (0,90) i u prosjeku najviši u Mađarskoj (1,88);
c) s divljenjem u prosjeku najniži u Mađarskoj (1,38) i u prosjeku najviši u Turskoj (2,51);
d) s prezirom je u prosjeku najniži u Bugarskoj (0,84) i u prosjeku najviši u Velikoj Britaniji (1,80).

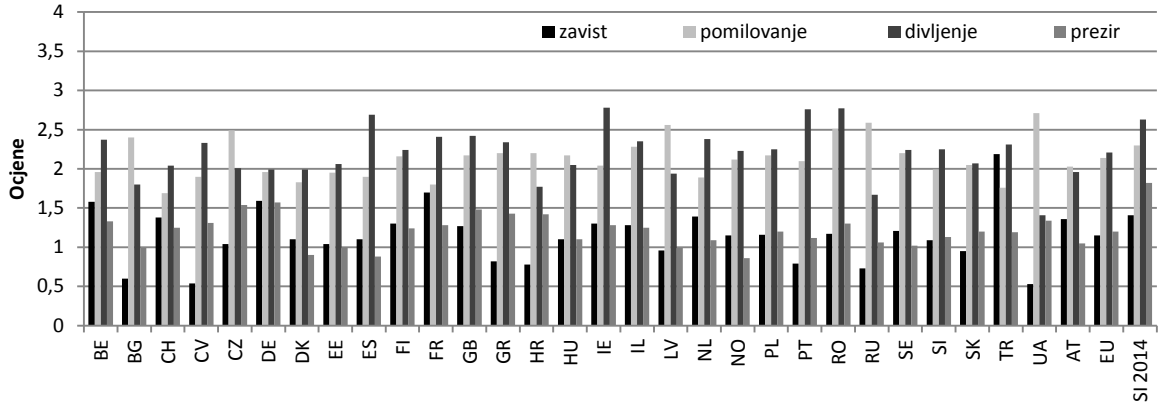
Rezultati vlastitog istraživanja u Sloveniji v 2014. godini u odnosu prema podacima iz 2008. godine pokazuju, da s jedne strane jača pogled većine ljudi u državi na ljude stare između 20 i 30 godina sa zavišću i sažaljenjem, a s druge strane se na njih gleda s divljenjem i prezirom.

- Slijedeći slup pitanja je vezan na pogled većine ljudi u državi na ljude različitih generacija – u ovom primjeru na ljude starije od 70 godina:

P26: Koliko je vjerojatno, da većina ljudi u državi gleda na ljude starije od 70 godina z zavišću?
P27: Koliko je vjerojatno, da većina ljudi u državi gleda na ljude starije od 70 godina sa sažaljenjem?
P28: Koliko je vjerojatno, da većina ljudi u državi gleda na ljude starije od 70 godina sa divljenjem?
P29: Koliko je vjerojatno, da većina ljudi u državi gleda na ljude starije od 70 godina sa prezirom?

Ispitanici su poglede na ljude starije od 70 godina izražavali na 4 stupanjskoj ljestvici (0 – uopće nije vjerojatno da ih vide tako, 4 – vrlo je vjerojatno da ih vide tako).
Prema mišljenju slovenskih ispitanika smo bolji od europskog prosjeka, dok većina ljudi u Sloveniji na ljude starije od 70 godina gleda manje sa zavišću (SI prosjek 1,09; EU prosjek 1,15), manje sa sažaljenjem (SI prosjek 1,99; EU prosjek 2,14), manje sa divljenjem (SI prosjek 1,13; EU prosjek 1,20) a više s prezirom (SI prosjek 2,25; EU prosjek 2,21). Hrvatski ispitanici u usporedbi s europskim prosjekom gledaju na ljude starije od 70 godina manje sa zavišću (HR prosjek 0,78; EU prosjek 1,15) i manje sa sažaljenjem (HR prosjek 1,77; EU prosjek 2,21) te s više divljenja (HR prosjek 2,20; EU prosjek 2,14) i više s prezirom (HR prosjek 1,42; EU prosjek 1,20).

Slika 12: Pogled većine ljudi u državi na ljude starije od 70 godina



Pogled na ljudi starejše od 70 let:

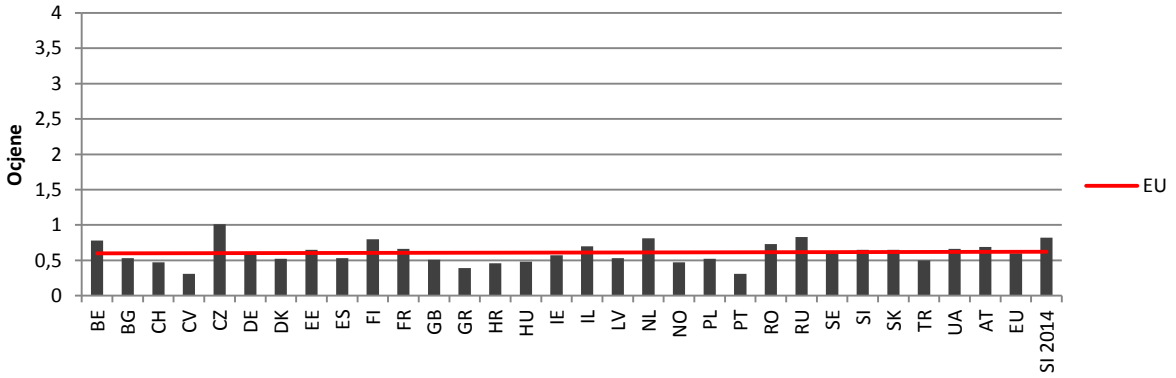
a) sa zavišću je u prosjeku najniži u Ukrajini (0,53) i u prosjeku najviši u Turskoj (2,19);
b) sa sažaljenjem je u prosjeku najniži u Švicarskoj (1,69) i u prosjeku najviši u Ukrajini (2,71);
c) s divljenjem u prosjeku najniži u Ukrajini (1,41) i u prosjeku najviši u Irskoj (2,78);
d) s prezirom je u prosjeku najniži u Norveškoj (0,86) i u prosjeku najviši u Njemačkoj (1,57).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se jača pogled većine ljudi u državi na ljude starije od 70 godina sa zavišću, sažaljenjem, divljenjem i prezirom. Ta društvena slika starog čovjeka samo još pogorša.

- Slijedeće pitanje je povezano na neravnopravnost na temelju starosti:

P30: Koliko često vam se u prošloj godini dogodilo, da je netko imao predrasude protiv vas ili vas je tretirao neravnopravno zbog vaše starosti?

Slika 13: Neravnopravnost na temelju starosti



Ispitanici su stajališta neravnopravnog tretmana radi starosti izražavali na 4 stupanjskoj ljestvici (0 – nikada, 4 – vrlo često).

Prema europskom prosjeku (0,60) su slovenski ispitanici (prosjek 0,65) češće saznali, da je o njima netko imeo predrasude ili ih je tretirao na neravnopravan način radi njihove starosti. Mišljenje hrvatskih ispitanika (prosjek 0,46) je ispod europskog prosjeka (0,60).

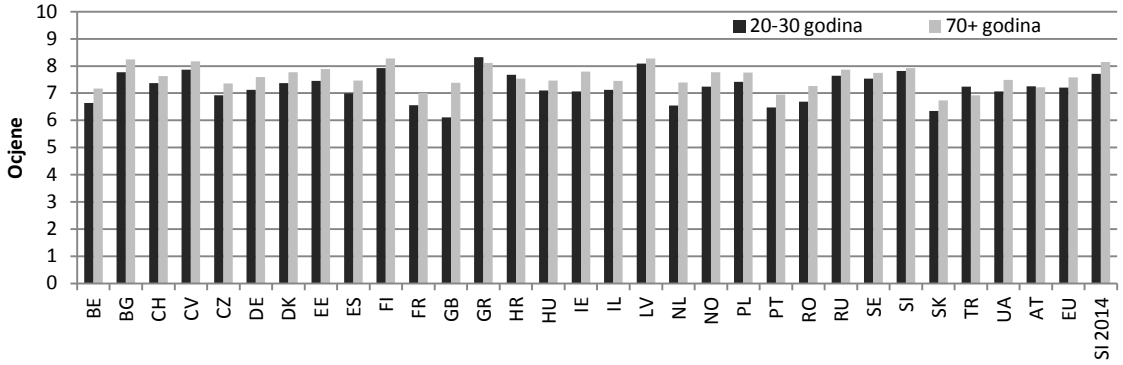
Najniže na ljestvici među europskim državama su neravnopravno tretirani zbog starosti u prosjeku izrazili na Cipru i u Portugalu (0,31), a najviše u Češkoj (1,01).

Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se češće javlja, da je netko od ispitanika imao predrasude ili ih je tretirao neravnopravno radi njihove starosti, pa se ocjena iz prosječno 0,65 u 2008. godini podigla na 0,83 u 2014. godini.

- Istražili smo osjećaje, koje ispitanici imaju o različitim starostnim skupinama:

P31: Kakve negativne i pozitivne osjećaje vi osobno imate o ljudima koji su stari između 20 i 30 godina?
P32: I kakve negativne i pozitivne osjećaje vi osobnoimate o ljudima, koji su stariji od 70 godina?

Slika 14: Osjećaji, koje ispitanici imaju o različitim starostnim skupinama

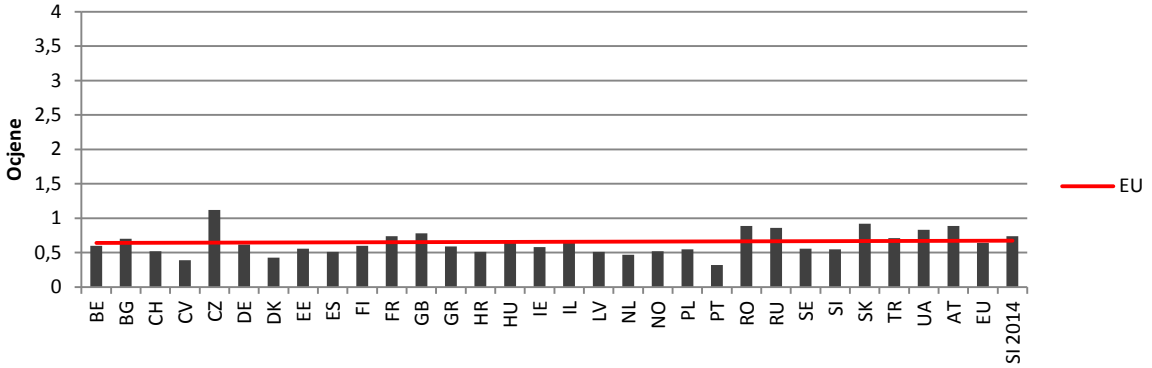


Stopa negativnih i pozitivnih osjećaja ispitanika, koji osobno imaju do ljudi starih između 20 i 30 godina, te ljudi starijih od 70 godina, mjerila se na 10 stupanjskoj ljestvici (0 – iznimno negativne, 10 – iznimno pozitivne).
Analiza pokazuje, da je slovenski prosjek više pozitivan od europskega, kada su ispitanike upitali o negativnim i pozitivnim osjećajima, koje osobno imaju o ljudima, starim između 20 i 30 godina (SI prosjek 7,82; EU prosjek 7,20), i ljudi koji su stariji od 70 godina (SI prosjek 7,93; EU prosjek 7,58). Rezultati analize hrvatskih ispitanika na jednoj strani pokazuje, da je hrvatski prosjek više pozitivan od europskog, kada su ispitanici bili upitani o negativnim i pozitivnim osjećajima, koje osobno imaju o ljudima, starim između 20 i 30 godina (HR prosjek 7,68; EU prosjek 7,20), a na drugoj strani više negativni od europskega, kada su ljude pitali o osjećajima o ljudima, koji su stariji od 70 godina (HR prosjek 7,54; EU prosjek 7,58).
Najviše negativnih osjećaja između izbranih europskih država za ljude stare između 20 i 30 godina u prosjeku imaju Britanci (6,11) i najviše pozitivne u prosjeku Grci (8,33).
Najviše negativnih osjećaja između izabranih europskih država o ljudima starijh od 70 godina u prosjeku imaju Slovaci (6,73) a najviše pozitivne u prosjeku Finci i ispitanici Latvije (8,28).
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se u proučavanom razdoblju malo pojačali negativni osjećaji ispitanika o ljudima starim između 20 i 30 godina (smanjenje iz prosječno 7,82 u 2008 na 7,71 u 2014) i pojačali pozitivni osjećaji o ljudima starijima od 70 godina (povećanje iz prosjeka 7,93 u 2008 na 8,15 u 2014. godini).

- Slijedi pitanje o poštovanju ljudi prema ispitanicima zbog njihove starosti:

P33: I koliko često, ako uopće, vam se u posljednjih godinu dana zbog vaše starosti netko obraćao s manje poštovanja, na primjer ignorirao ili se obraćao »s visoka«?

Slika 15: Odnos poštovanja prema ljudima od ispitanika zbog njihove starosti



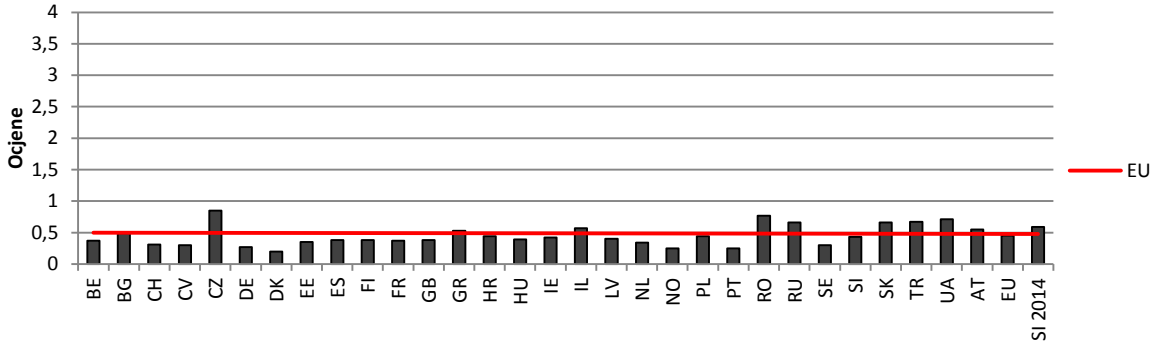
Ispitanici su stajališta o odnosu ljudi prema njima radi njihove starosti izražabali na 4 stupanjskoj ljestvici (0 – nikada, 4 – vrlo često).
Slovenski (prosjek 0,55) i hrvatski ispitanici (prosjek (0,51) su u usporedbi s europskim prosjekom (0,64) manje često osjetili, da bi im se netko zbog njihove starosti obratio s manje poštovanja ili da bi ih netko ignorirao ili im se obraćao s komplimentima.
U prosjeku su se najmanje puta sa poštovanjem obratili ispitanicima u Portugalu (0,32) i najčešće u Češkoj (1,12).
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se među ispitanicima češće javlja, da im se obraćaju s manje poštovanja, ignorira ih ili s njima odnosi pokroviteljski, se ocjena povećala iz prosječno 0,55 u 2008. godini na 0,74 u 2014. godini.

- Slijedi pitanje o neprimjerenom odnosu ljudi prema ispitanicima radi njihove starosti:

P34: Posebno nas još zanima, kaliko često, ako uopće, je li se tko u zadnjoj godini zbog vaše starosti, prema vama neprimjereno ponašao, na primjer, žalio vas, iskoristio vas ili vam odbio napraviti uslugu?

Ispitanici su stajališta o odnosu ljudi prema njima radi njihove starosti izražavali na 4 stupanjskoj ljestvici (0 – nikada, 4 – vrlo često).
Također ovdje su slovenski (prosjek 0,43) kao također i hrvatski ispitanici (prosjek 0,44) u usporedbi s europskim prosjekom (0,45) rijeđe primjetili, da bi se prema njima zbog njihove starosti netko neprimjereno ponašao, žalio ih, iskoristio ih ili im odbio napraviti uslugu.
U prosjeku najmanje su neprimjereni odnos imali ispitanici u Danskoj (0,20) a najčešće u Češkoj (0,85).

Slika 16: Neprimjeren odnos ljudi prema ispitanicima zbog njihove starosti



Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se među ispitanicima češće pojavljuje, da se netko prema njima neprimjerno pbnašao, žalio ih, izkoristii ili im odbio napraviti uslugu, rezultat se povečao iz prosječno 0,43 u 2008. godini na 0,59 u 2014. godini.

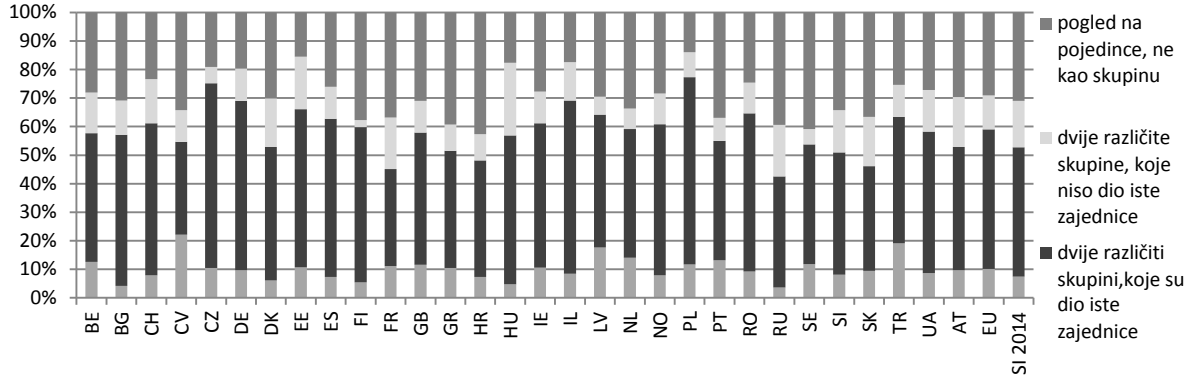
- Još ptanje o generacijskoj povezanosti:

P35: Recite, kako općenito danas u državi gledate na ljudi stare između 20 i 30 godina, i one, koji su stariji od 70 godina?

Ispitanici su mogli birati između četiri odgovora a to je da ljude stare između 20 i 30 godina i starije od 70 godina vide kao:

1 – jednu zajednicu
2 – dvije različite zajednice, koje su dio iste zajednice
3 – dvije različite zajednice, koje nisu dio iste zajednice
4 – na njih gledam kao na pojedince, ne kao na zajednicu

Slika 17: Generacijska povezanost



Najveći dio slovenskih ispitanika, a to je 42,8 % (EU prosjek 48,9 %), smatra, da su to dvije različite skupine, koje su dio iste zajednice. 34,2 % slovenskih ispitanika (EU prosjek 29,1 %) na njih gleda kao na pojedince, ne kao na skupinu. Da postoje dvije skupine, koje nisu dio iste zajednice smatra 14,8 % ispitanih Slovenaca (EU prosjek 14,8 %). I da su stari između 20 i 30 godina i stariji od 70 godina jedna skupina smatra 8,1 % slovenskih ispitanika (EU prosjek 10,1 %). Najviše hrvatskih ispitanika, što je 42,6 % od svih ispitanih, gleda na ljude stare između 20 i 30 godina i starije od 70 godina kao na pojedince a ne kao na skupine. U istu skupinu bi uvrstili još odgovore ispitanika iz Cipra, Francuske i Rusije.

U svim ostalim državama, isto kao u Sloveniji, najveći dio ispitanika vidi ljudi stare između 20 i 30 godina i starije od 70 godina kao dvije različite skupine, koje su dio iste zajednice.
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, povećao udio s 42,8 % u 2008. godini na 45,4 % u 2014. godini onih ispitanika, koji smatraju, da su ljudi stari između 20 i 30 godina kao i ljudi stariji od 70 godina dvije različite skupine, koje su dio iste zajednice. Tijekom razdoblja se za 3,2 % zmanjio udio onih, koji na ljude stare između 20 i 30 godina i ljude starije od 70 godina gledaju kao na pojedince a ne kao na zajednicu.

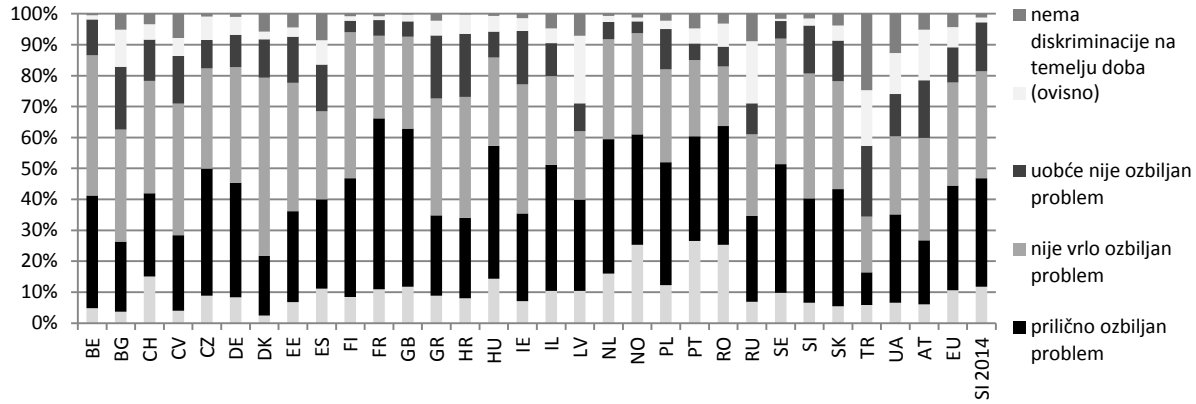
- Istraživanje zaključujemo s pitanjem o dobnoj diskriminaciji:

P36: Šta bi rekli, koliko je ozbiljan problem, ako uopće je, diskriminacija ljudi u državi radi njihove starosti – bilo da su stari, bilo da su mladi?

Ispitanici su mogli birati između šest odgovora, a to je da je diskriminacija ljudi radi njihove starosti – bilo da su stari, bilo da su mladi:

1 – vrlo velik problem
2 – prilično velik problem
3 – nije vrlo velik problem
4 – zaista nije velik problem
5 – (ovisi)
6 – u državi zaista nema diskriminacije na temelju starosti

Slika 18: Diskriminacija radi starosti



Prema mišljenju slovenskih ispitanika je diskriminacija ljudi radi njihove starosti – bilo da su stari, bilo da su mladi, nešto više izražen problem u Sloveniji kako pokazuju skupni rezultati svih trideset država koje sodjeluju u istraživanju. Da je starosna diskriminacija u Sloveniji vrlo velik problem misli 6,6 % ispitanika (EU prosjek: 10,6 %), da je prilično velik problem 33,7 % (EU prosjek: 33,9 %), da nije vrlo velik problem 40,3 % (EU prosjek: 33,3 %), zaista nije vrlo velik problem 15,5 % (EU prosjek: 11,4 %), »ovisi« ih misli 2,3 % (EU prosjek: 6,5 %) i da u Sloveniji zaista nema diskriminacije na temelju starosti misli 1,5 % ispitanika (EU prosjek: 4,3 %). Isti slijed udijela lako pratimo također u Hrvatskoj, gdje je baš kao i u Sloveniji identificirana pojava dobne diskriminacije među ispitanicima u istraživanju.
Rezultati vlastitog istraživanja u Sloveniji u 2014. godini u odnosu na podatke iz 2008. godine pokazuju, da se ozbiljnost problematike diskriminacije na temelju dobi u uspoređivanom razdoblju povećava. Udio ispitanika, koji su identificirali diskriminaciju na temelju dobi kao vrlo velik, prilično velik i ne previše velik problem, se iz ukupno 80,6 % u 2008. godini povečao na 81,4 % u 2014. godini. Samo malo se u tom razdoblju smanji udio onih (iz 1,5 % u 2008 na 1,2 % u 2014. godini), koji smatraju, da diskriminacije ne temelju dobi u Sloveniji uopće nema.

ZAKLJUČAK

Označavamo ključne zaključke iz usporedbe rezultata međunarodnog istraživanja Iskustva i odnos prema starenju (Experiences and Expressions of Ageism – ESS 2008/E), u okviru Europskog društvenog istraživanja 2008, i vlastitog istraživanja, koje smo napravili u Sloveniji u 2014. godini.
Rezultati vlastitog istraživanja u Sloveniji u 2014. godinu u odnosu na podatke iz 2008. godine pokazuju:

- da se je starosna granica, u kojoj ljude više ne doživljavamo kao stare, se smanjila iz prosječno 44,31 godine u 2008 na 43,12 godine u 2014. Silazni trend te starosne granice je zabrinjavajuć;
- da je starosna granica, u kojoj ljude počinjemo doživljavati kao stare, također se smanjila iz prosječno 63,91 godine u 2008 na 62,90 godine u 2014. Također, silazni trend te starosne granice upozorava na ozbiljne probleme društvene percepcije starenja;

- da je s jedne strane nešto snižen ugled ljudi starih između 20 i 30 godina i ljudi starijih od 70 godina, a nešto veći ugled ljudi starih između 40 i 50 godina;
- da bi poslodavci dali prednost ljudima starim između 20 i 30 godina pred ljudima starim između 40 i 50 godina ili starijima od 70 godina, iz prosječno 5,68 u 2008. godini povećala se na 6,07 u 2014. godini, šta se lako vjerojatno može pripisati sveopćoj recesiji i rastu nezaposlenosti u Sloveniji;
- da je utjecaj ljudi starih između 20 i 30 godina na naike i način života u Sloveniji povečan iz prosječno 5,48 u 2008 na 5,75 u 2014, dok se utjecaj ljudi starijih od 70 godina smanjio iz prosječno 6,70 u 2008 na 6,54 u 2014;
- da je smanjen doprinos gospodarstvu kako među ljudima starim 20 i 30 godina (iz prosječno 5,46 u 2008 na 5,18 u 2014) kao i kod ljudi starijih od 70 godina (iz prosječno 3,54 u 2008 na 3,47 u 2014);
- da je mišljenje, da stariji od 70 godina opterećuju zdravstveni sistem, koji se očito povećao iz prosječno 4,93 u 2008. godini na 5,31 u 2014. godini;
- da se pogled na ljude stare između 20 i 30 godina malo promijenio i po mišljenju ispitanika se povećalo mišljenje, da su pripadnici te starosne skupine ljubazni i sposobni, te smanjilo uvjerenje, da su ljudi s visokim moralnim vrednotama i vrijedni poštovanja;
- da je pogled na ljude starije od 70 godina nešto promijenio i po mišljenju ispitanika se povečalo mišljenje, da su pripadnici te starosne skupine ljubazni i ljudi s visokim moralnim vrijednostima, te smanjilo uvjerenje, da su sposobni i vrijedni poštovanja;
- da jača prihvatljivost, da bi ispitanici postavili za šefa stručno kvalificiranog 30-godišnjaka (iz prosječno 6,24 u 2008 na 6,55 u 2014) ili 70-godišnjeg šefa (iz prosječno 4,38 u 2008. godini na 4,49 u 2014. godini);
- da s jedne strane jača pogled većine ljudi u državi na ljude stare između 20 i 30 godina sa zavišću i sažaljenjem, a na drugoj strani se na njih gleda s manje divljenja i prezirom;
- da jača pogled većine ljudi u državi na ljude starije od 70 godina sa zavišću, sa žaljenjem, s divljenjem i prezirom. Ta društvena slika starog čovjeka samo još oslabi;
- da se češće pojavljuje, da je netko imao presrasude prema ispitanicima ili ih je tretirao neravnopravno radi njihove starosti, sad se ocjena iz prosječno 0,65 u 2008. godini podigla na 0,83 u 2014. godini;
- da se u proučavanom razbdoblju nešto povećali negativni osjećaji ispitanika o ljudima starim između 20 i 30 godina (smanjenje iz prosječno 7,82 u 2008 na 7,71 u 2014) i povećali pozitivni osjećaji o ljudima starijim od 70 godina (povećanje iz prosječno 7,93 u 2008 na 8,15 u 2014. godini);
- da se među ispitanicima češće javlja, da ih je netko tretirao s manje poštovanja, ignorirao ih ili prema njima odnosio pokroviteljski, pa se ocjena povećala iz prosječno 0,55 u 2008. godini na 0,74 u 2014. godin;
- da se među ispitanicima češće javlja, da se netko prema njima neprimjereno odnosio, žalio ih, iskoristio ih ili im odbio uslugu, pa se ocjena povečala iz prosječno 0,43 u 2008. godini na 0,59 u 2014. godini;
- da se s 42,8 % u 2008. godini povećao udio na 45,4 % u 2014. godini onih ispitanika, koji misle, da su ljudi stari između 20 i 30 godina i ljudi stariji od 70 godina dvije različite skupine, koje su dio iste skupine. U uspoređivanom razdoblju se za 3,2 % smanjio udio tih, koji na ljude stare između 20 i 30 godina i ljude starije od 70 godina gledaju kao na pojedince a ne kao na skupinu;
- da se ozbiljnost problematike diskriminacije na starost u uspoređivanom razdoblju povećava. Udio ispitanika, koji su identificirali diskriminaciju na temelju dobi kao vrlo ozbiljan, prilično ozbiljan i ne previše ozbiljan problem, se iz ukupnoj 80,6 % u 2008. godini povečao na 81,4 % u 2014. godini. Samo malo se tijekom ovog razdoblja smanjio udio onih (iz 1,5 % u 2008 na 1,2 % u 2014. godini), koji smatraju, da diskriminacije na temelju dobi u Sloveniji uopće nema.

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RETIREMENT ADJUSTMENT

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Abstract
Any change in life represents a stressful situation for every individual. This is also true for retirement. The stressful transition is especially typical for the present day baby-boom generation, a great deal of which is in their pre-retirement period strongly identified with their social role, work and social status. Many experience retirement as losing their social status. However, people when they retire still have excellent potentials, mental and physical capabilities. These are worth maintaining, developing and using from the individual's perspective as well as from the perspective of the society. To ensure this, individual's care for appropriate, long-lasting and quality retirement preparation is of great importance already in the period before retiring. This is beneficial for individuals as well as for society. The results of this study point to the key importance of retirement preparation, which then consequently influences all the following stages of the retirement process. Retirement adjustment follows several stages: from preparation, through transitory stage of adjustment to the final adjustment form. The emotional response and the individual's forms of adjustment greatly depend on the individual's retirement preparation and social relations. Work, individual's awareness and the awareness of the society play a significant role as well.

Keywords: changes, retirement adjustment, experiencing, retirement stages, retirement forms

INTRODUCTION

The aim of this study was to research the level of retirement preparation of the Slovenian people in 2013/2014, their adjustment forms and how they experience retirement. The number of the retired in Slovenia is rising fast due to the fact that the present time is the time when the so-called baby-boom generation is in the process of retirement. It is a fact that these days, people when they retire are, at the chronological age of 60+, relatively psychophysically fit. I was also interested in whether they are stigmatised as the retired by the society, how they adjust to the retirement and what are their activities in the period of their retirement. The method used in the study was a case-study method. I carried out an unstandardised open interview with two interviewees and I used the description of my own retirement experience (the researcher as the instrument). The research showed that retirement process consists of more stages which are preparation, adjustment and adjustment form. The study revealed that people in Slovenia do not follow a planned retirement preparation. The study's participants stated that they wished to continue working but that they were bound to retire due to the new demands of the Fiscal Balance Act. For them retirement was a stressful experience. Adams and Beeher (1998), Quick and Moen (1998) found out that this is especially true of those who also lost their social status, material and social power when retired. They also believe that those who are strongly identified with their professions and their professional roles adjust much harder to retirement and that majority of these people maintain high potentials and great mental and physical capabilities for work long after they have been retired. However, the question remains whether they use them or not. Another issue to be discussed is what it means to be retired and what the changes that happen are.

At the time of retirement, people are involved in different activities. Our study showed that for the participants the most important was work. Work is an inner need of every person. It is very important for the retired if they want to keep and further develop their mental and physical capabilities. The retired fulfil their inner needs of productivity and self-realisation through various forms of activities. The time when there is less work represents a critical point in the period of

retirement. This could be during holidays (from the interview with A.Z.:«During the days when I'm not working-e.g. during holidays-I feel bad«) or in wintertime (from the interview with M.V.: In my case, wintertime is problematic because there is more time«). Our participants are well aware of the great importance of a well-developed social network and well-organised time. Family related activities are not the most important for them. They are in contact with their families and maintain good relations but none of them sees this as a form of activity (from the interview with A.Z.: »My family expected me to help them when I retired. But I didn't do that which caused quite a bit of confusion«) None of the participants thought of the future as a continuing flow of life with a realistic physiology of the end.

The period of retirement adjustment is followed by a certain form of activity. Any activity form includes individual's knowledge and skills from the period before retirement. Any active time of an individual expresses their accumulated knowledge and skills. The activity contents and forms depend on the individual's profession and work before retirement, social and personal circumstances of that individual. The individuals upgrade their knowledge and skills in new circumstances (the interview with M.V.: »...I broaden my knowledge on my own by studying, reading articles«.

The activities can go on in the form of continuing the same work from the time before the retirement (e.g. the interviewee A.Z.), in the form of hobbies (interviewee M.V.) or as a beginning of a new career (personal experience of the researcher J.D.).

After the adjustment period, the retired who found a suitable activity »model«, which satisfies their inner needs for work and the contact with the environment, are contented; live actively but without the stress which burdened them at their work post.

Schulz and Mo Wang (2011) described the retirement adjustment forms:

1. The model of retreat, when people after being retired retreat into their world and are dedicated to their interests and family.
2. When the retired lose their social status and former identity, they begin to develop and acquire new skills in the process of retirement adjustment and in doing so they substitute for the lost status with the new activities.
3. For numerous people retirement means a new phase in their career continuum. This new phase represents a new professional challenge and personal growth.

The above mentioned models were characteristic of the previous century. In the time of the economic crisis, poverty and general unemployment with a drop in economic growth, acquiring new skills, education and developing new careers became the only alternative for better employment possibilities. Therefore, the above stated holds true for all generations, the young as well as the retired.

In relation to the above given retirement adjustment forms, we can establish that the study corresponds with one of their three retirement adjustment forms given above namely to the »new phase in the career continuum. »

In the study, we can see three forms of adjustment:

1. Working as a self-employed entrepreneur. The participant A.Z. continues a part of her pre-retirement work.
2. The other participant of the study took up building a new career.
3. The interviewee M.V. is broadening his knowledge by non-formal studies of astronomy in the form of a hobby. He is also doing viticulture, which was also his pre-retirement activity.

The study confirms the activity theory and the continuity theory. It proves that all the retirement activities come from the employment period. Atchley (1998) states that people adjust by keeping the ties with their experience (the continuity theory). Our study also showed that different adjustment forms originate in different personal and social conditions of individual retired people. A.Z. is active in what was part of her employment in the past. The other case shows activity in the continuum of building a new career. The third case is an example of non-formal studies from a wider working area, which was the same in his pre-retirement period and is now carried out in the form of a hobby. Activities which are a result of continuing inner and outer mental and physical skills, knowledge and also experience point to the connection with the continuity theory and the perspective theory (Atchley, 1989).

The interviewee M.V.is now dedicated to his hobbies. He is active in the intellectual as well as physical part of his life. His activity is conscious and it is a continuation of his past knowledge, experience, skills, interests and employment (He is a physicist, aviation engineer who was employed in this field). His interest in astronomy as a hobby in the retirement

period is based on the activity theory and the continuity theory. I believe that, in his case, this is not the form of retreat as Schulz and Mo Wang claim (2011, str. 285): *»...when people after being retired retreat into their world and are dedicated to their interests and family«*.

METHODS

The primary interest area of the study is retirement adjustment. I was interested in whether people were prepared for retirement, how they experienced the change (a turning point in life), what are the stages of retirement adjustment, what are the critical points in the process of retirement, what is the role of the family, material security and what are the kinds and forms of the adjustment model.

I used the case-study method. I carried out an unstandardised open interview with two interviewees and I used my own retirement adjustment experience.

Participants

For my case study, I chose three people: an interviewee Ms. A.Z., an interviewee Mr. M.V. and myself to explain my own experience (J.D.)
All the participants come from Ljubljana, their age is 60+ and they have been retired for a year. Before their retirement, they were experts employed in state institutes. They are all highly educated. The female participants live alone. The interviewee Mr. M.V. lives with his wife. They have two grown-up children and grandchildren. None of the participants wished to retire. A.Z. and J.D. had to retire due to the demands stated in the Fiscal Balance Act. The interviewee M.V. decided to retire after a successful rehabilitation following a heart attack.
The interviews were carried out in Ljubljana in February and March 2014. Before the interview, the interviewees were given four broader orientation questions (How ready were they for retirement? What was the process of retirement adjustment like and what feelings were present during the process of retirement? What is their present-day retirement adjustment model? What is their plan for the future life?)
The interviewees freely told their stories. I literally wrote down their words. The interviews are archived.
The gained information (statements) has been edited by encoding according to categories and topics. The information was systematically structured by joining literal statements of the interviewees into content related units called categories. They reflect the content of the gathered information. In the column next to each category, I wrote down the interviewees' statements. In the next column, I wrote down the definition of the concept that defines the meaning of the statement according to the abstraction method. I used the same manner to structure my own story of experiencing retirement process.
The schematic structure of information encoding and defining is shown below.

A section of encoding and defining – a schematic display of information in the form of a table
Contents: Retirement, experiencing, adjustments

A. Z., 28. 02. 2014 – the interview

CODES			
CATEGORIES	**STATEMENTS**	**CONCEPTS**	**TOPICS**
Retirement preparation	It all started because of the relations at work. There was more and more to do, in the end it was me doing the work, but I wanted to continue working.	An example of poor organization at a work post, overburdening a worker. Despite the increased strain, the wish for retirement was not present.	Work post relations
Retirement adjustment model	I work as a psychotherapist, I work with clients, I lead supervisions at »Klic v duševni stiski« (Emotional Distress Call). I take courses of Computer Science and English at The Third Age University. I find it very nice because I widened my social network and my time is completely organised. All the time, there is something: work, advising, supervisions,	Constant part-time contract work as a psychotherapist and supervisor. Additional educational programmes and trainings. Widened social network, organised time, well - being.	Adjustment forms

	seminars.		

J. D., 02. 03. 2014 – self-reflection

CODES			
CATEGORIES	**STATEMENTS**	**CONCEPTS**	**TOPICS**
Retirement preparation	I didn't wish to retire. I intended to work for another 2-3 years. I liked having a lot of work. I had quite important social and development tasks.	Absence of wish for retirement with the presence of social development function	Work post relations
Retirement adjustment model	Fearing to feel anxiety, emptiness or depression, I took up numerous courses at The Third Age University. Days were full from the morning till the evening, but the adrenalin was gone. No real organization of time. I felt terribly negative feelings from the »us« - »them« perspective. In the autumn, I enrolled into Palliative Care Studies. I learnt a lot and enjoyed the studies. But there is no employment although I have knowledge. I started a PhD studies of Social Gerontology. I enjoy the studies, it is difficult, it is hard-work. My time is organised.	Fulfilling days with going to courses due to fear of anxiety. Lack of part-time job possibility. The studies fills in the time space, refreshes cognitive functions, gives the feeling of content and enables widening of social network.	Adjustment forms

M. V., 18. 3. 2014 – the interview

CODES			
CATEGORIES	**STATEMENTS**	**CONCEPTS**	**TOPICS**
Retirement preparation	I planned to work for 40 years of service. I wasn't thinking about taking early retirement. When I went to Belgrade – heart attack. When they put the stent in, they didn't allow me to work.	Wish for retirement did not exist.	Time before the decision to retire; disease

Retirement adjustment model	I took up astronomy at The Third Age University. Now I'm broadening knowledge in this area. I do this through the Internet, where I get the material-quality articles. At the University, they just direct us but I gain new knowledge on my own, by reading articles. The disease led me to start practising tennis regularly. I haven't skipped the activity once. I walk a lot too. Regular recreation, the studies of astronomy and reading books help me stay physically and mentally fit. I also have more time to watch sports, which is in a way worse because I'm sitting down. But it is my PLEASURE!!! (researcher's comment: emphasised the word pleasure) From March to October, I also do my hobby – viticulture. I have enough time for all these activities. When I was still working, I had only weekends for these activities. Now I have the whole week if it's necessary. I'm also trying to keep some habits from my employment period. These are winter and summer holidays and more one-day trips during the holiday. We have regular monthly meetings with my ex-colleagues, where we exchange the opinions on topics that we have in common. On a special forum for pilots, I talk about the current events in the field of aviation.	Maintaining well-being enables stress-free life without the connection with the previous work. Substituting employment period work with hobbies and other activities of interest (astronomy, sports, social network-socializing with friends, relatives, ex-colleagues and through the Internet (social networking), viticulture, reading books, trips, vacations).	Adjustment form

Analysis

Retirement is a key event in individual's life. For an individual, forty years of work means forty years of precisely organised time, adrenalin, action. In Slovenia, the generation of people who has retired after 2010 – also called the baby-boom generation – mostly changed only one, two or three companies during their employment period. A lot of them were employed with a single employer for the whole period. It is a general opinion that these people were attached to the company, to the work they did, they identified themselves with the company and their work or with their social function. In such social conditions, retirement is a big change. In different circumstances, retirement represents a bigger or smaller stressful burden. The question which remains is what the preparation should be like. Suitable and good retirement preparation is a significant point of view of the individual's mental stability and retirement adjustment.

Retirement preparation

On the basis of the carried-out interviews, it has been established that none of the research participants was ready for the retirement. All three of them stated that they did not wish to retire. The reason for the retirement was external with two of the participants. It was the intervention on the side of the state with the »quickly passed« Fiscal Balance Act. A.Z. liked working. She did not wish to retire yet. Due to poor organization of work and poor work post relations, she was thinking

about getting retired. Also J.D. liked working. Her work was very important for her. She was thinking about getting retired in two or three years. However, due to the new Slovenian law, she had to retire. She states: «I had to retire, it was not my wish and I was not ready.» In the third example, the reason for the retirement was of inner nature. It was a sudden disease - heart attack.
The case study showed that the first stage of retirement adjustment is of key importance. This is the first half of the year after retirement. Two participants of the research state that having to do something for their previous jobs in the first half of the year was an advantage for them. The participant J.D. experienced stigma and negative stereotypes when she was contacting employers looking for part-time contract employment as a retired person. With the interviewee M.V., we can follow a different story. He suffered a heart attack. After six months of sick leave, he realised what the advantages of stress-free life were. (From the interview: »I wanted to have a stress-free life.«) After six months, he realised that he was leading a stress-free life, which lead him to the decision to retire.

Retirement adjustment forms
A.Z. continues the activities from the employment period also in her retirement. She advises to people in distress and does supervisions. She widened her social network through visiting courses. All this evokes good feelings in her. She states: »I find it very nice because I widened my social network and my time is completely organised. All the time, there is something: work ...«.
J.D. feels discrimination and negative attitude toward the retired looking for work as a retired person. She feels the stigma at every visit of potential employers when she presents herself as being retired. Stress is present. She prevents unorganised time and the potential danger of developing depression by going to numerous activities of interest. This triggers a »fake« feeling of full activity in her. She experiences the relations with her fellow course participants as non-genuine. After some time, she drops out of all such activities and starts building a new career. This fills her up. The time is organised. The social network is widened through new studies colleagues.
For the interviewee M. V., the studies of astronomy, sports and viticulture activities represent important activity for keeping and developing mental and physical capabilities. He enjoys everything. His social network is widened through his ex work colleagues and regular meetings with them. He also stays regularly informed about important events via the Internet.
The retirement adjustment contents and forms are different with all three participants. The differences among the research participants are noticeable. They depend on their life styles, professions, individual circumstances of their present lives, health and their individual personal history. It seems that their past intellectual and physical activities with their mental and physical skills are of great importance for the final adjustment form. The inner need to continue mental activity is common to all three participants. Organising their time and keeping social network is also significant for all three. The most important for all of them is work which is no longer stressful. There are no clues that the participants perceive life in the period of retirement as »the time of relaxation...« as stated by Barosso (2013, 45).

RESULTS

Our research showed that retirement is a turning point in life, which beside a loss of a more or less important social function also means a change in the life style. It is also evident that retirement is a process of more adjustment stages which are then formed into an adjustment model.
On the basis of our case study, it is possible to conclude that regular mental and physical activity is a condition for maintaining well-being and positive feelings with the retired. Activities can have different forms: being self-employed (the case of the interviewee A.Z.), activity in the form of hobbies (non-formal studies form via the Internet) or creating a new career. The differences among the research participants originate in their life styles, pre-retirement work, professions, health, values and present social and personal circumstances.
For the retired included in our case study, work represents an important adjustment category. Working enables them good organization of time and well-being. This can be supported by the research interviewee statement (»I find it very nice because my time is completely organised. All the time, there is something: work, advising, supervisions, seminars.).
The activities of the retired included in our case study have their basis in the continuity theory and activity theory. The participants continue the activities which they did in their pre-retirement period (»I'm also trying to keep some habits from my employment period.). While the activity forms are different, work or activity is common to all of them. This originates in the person's inner need for mental or physical activity.
Our study showed that the activity of the retired is present as the inner need, as a reflexion of the awareness of the need to keep and further develop mental and physical capabilities. With most of the retired, life does not represent relaxation but rather stress-free activity. This is confirmed by A.Z. and J.D. with the statement on well-being, whereas M.V. directly states: »I live a relaxed, stress-free life without fears.«
All three participants feel that keeping social network is very important (from the interview with M.V.: « We have regular monthly meetings with my ex-colleagues, where we exchange the opinions on topics that we have in common. On a special forum for pilots, I talk about the current events in the field of aviation.« From the interview with A.Z.: »I take courses in Computer Science and English at The Third Age University. I find it very nice because I widened my social network.« Havighurst (1961) claims that the elderly are happier if they stay active and maintain social interaction.

DISCUSSION

In my opinion, the implemented case-study method, which included only three participants (two interviewees and the author's own experience) threw enough light at the retirement issue in Slovenia. It pointed surprisingly well to social circumstances related to retirement in the state (the discrimination of the legislation connected to obligatory retirement of the elderly and negative stereotypical attitudes of the potential employer representatives to the retired). I believe that the case-study method was suitable to explore people's retirement adjustment and their retirement experience. Our study pointed out the differences among individuals' retirement adjustment forms. It has been proved that the differences originate in different social and personal retirement conditions, different retirement reasons, individuals' personal traits, their health, personal style of life, social and personal needs as well as values of the individuals. Havighurst (1961) states that successful ageing is confirmation of values and that individuals with different values define ageing differently.

Brossoille and Chop (2009) state that the elderly are often faced with a new social role when retired. They usually leave their work posts in the time when they have reached the highest social status, earned respect and support of the colleagues, friends and acquaintances and have weaved a wide social network. Therefore, adjustment to a new social status after they have left their posts is very difficult for numerous people. From this, it is evident that all this can be made easier with a planned retirement preparation.

Our study has also shown that poor work post relations trigger a wish for retirement and so when it happens, they are at least mentally prepared for it. On the other hand, if the employed are relatively satisfied with the work post relations and organization, they have a relatively good social status and they are not ready for retirement. In this case, retirement consequently causes mental problems for these people. It is more difficult for them to adjust to the new status; they are sensitive to experiencing negative stereotypes. As stated above, our study found out that there are negative stereotypical behaviours present with the potential employers directed to the retired looking for employment. To just leave the people with potentials and knowledge be retired is a shame. Because the readiness and the support to use these potentials cannot be expected from the state, people have to help themselves. Therefore, it is necessary to prepare a retirement preparation model.

It would be useful to upgrade the study with researching retirement adjustments with also those social groups which were not included in our study e.g. individuals with lower social and material status and individuals with a high, prestigious social and material status. It would be practical to research the structure of the retired based on the gender and social status relating to different retirement adjustment forms (baby-sitting of children and grandchildren, looking after the elderly parents and relatives, hobbies, taking care of their own psychophysical health as well as taking up formal educational forms).

We can establish that none of the participants wanted to get retired. All three of them tried very actively (and probably very fast) to build some sort of contents for themselves (psychotherapy, studies, viticulture). This means that none of them sat passively at home. All three of them turned to some sort of professional contents as the main activity in their free time and not for example to taking care of the family/home/grandchildren. The question is whether this is related to a specific population (highly qualified, with certain career status in the past), if it is the spirit of the time or something else. It is interesting to see that both women either continued their careers or built a new one whereas the male participant took up hobbies to enjoy in his free time as a retired person. Are there differences in retirement adjustment forms between men and women? Perhaps it would be useful to research in the future if there also exist some gender based differences.

CONCLUSIONS

We can conclude that it is work which maintains the meaning in life, satisfaction, social connections and which contributes to a better material status of every individual. This holds true for all generations, the still employed, the unemployed as well as for the retired. The contents and the forms of activities are different.

Therefore, it is necessary to prepare for retirement long before it happens by acquiring new knowledge and developing new skills. This is the only manner for people to continue their work when they retire. They will depend solely on their knowledge, skills, potentials, established social connections and their own developed entrepreneurship.

The on-time and suitable retirement preparation, the promotion of continuous development of intellectual and cognitive capabilities could contribute to a higher quality of life in the retirement period.

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PRILOG:

Tablica 1: Izkušnje in odnos do staranja v izbranih evropskih državah – 1. dio

Država	Pitanje														
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15
Belgija	43,79	64,31	5,46	7,05	5,61	5,43	5,62	6,26	5,43	4,52	5,57	2,28	2,30	1,94	2,20
Bugarska	43,54	63,47	3,77	6,18	2,39	4,69	4,47	7,79	3,87	2,73	3,89	2,40	2,01	1,59	2,10
Švicarska	41,52	65,77	5,36	7,34	5,60	5,26	5,66	6,60	5,43	5,21	6,22	2,33	2,17	1,83	2,07
Cipar	51,52	66,89	5,71	7,81	7,09	4,19	5,38	7,75	4,82	4,24	5,76	2,91	2,76	2,44	2,37
Rep. Češka	40,71	60,67	4,27	7,07	3,74	4,73	5,37	7,27	4,32	2,68	7,38	2,69	2,65	2,08	2,02
Njemačka	43,34	61,54	4,83	7,07	5,04	5,73	4,71	7,31	5,07	4,85	6,17	2,20	2,28	1,71	1,81
Danska	38,51	64,35	5,66	7,69	4,75	4,26	5,21	7,37	5,21	4,31	4,91	2,51	2,48	1,98	2,06
Estonija	39,63	61,39	5,18	7,27	4,41	5,09	5,37	6,95	4,62	3,44	5,72	2,37	2,06	1,73	1,82
Španjolska	42,76	62,22	4,81	6,78	5,06	5,57	5,39	7,13	4,78	4,44	4,24	2,76	2,60	2,33	2,26
Finska	34,80	61,06	6,70	7,41	5,12	6,40	5,84	7,62	5,60	4,88	4,43	2,47	2,81	2,13	2,23
Francuska	40,10	63,69	4,47	6,65	5,14	5,67	5,45	6,05	5,39	5,47	6,12	2,65	2,42	2,02	2,19
V. Britanija	35,86	59,49	5,28	7,02	5,19	5,41	4,97	7,13	5,35	4,92	4,33	2,03	2,13	1,56	1,66
Grčka	52,10	68,25	4,94	7,23	5,65	6,29	5,94	7,97	4,88	4,68	5,99	3,06	2,95	2,30	2,21
Hrvatska	**39,32**	**60,35**	**4,27**	**6,18**	**3,70**	**5,27**	**5,00**	**7,01**	**4,32**	**2,96**	**5,31**	**2,80**	**2,67**	**2,05**	**2,11**
Mađarska	39,42	61,64	4,34	5,31	3,86	5,19	5,05	6,89	4,48	2,94	6,19	2,42	2,17	1,66	1,95
Irska	39,96	62,48	5,53	6,60	5,94	5,43	5,63	7,53	5,67	5,34	3,79	2,53	2,68	1,91	2,27
Izrael	43,59	65,49	6,20	7,04	5,50	5,81	5,69	6,93	5,82	4,12	5,41	2,95	2,94	2,40	2,64
Latvija	44,01	63,15	5,91	6,95	4,19	0	6,05	7,52	6,43	2,97	5,29	2,68	2,54	2,15	2,29
Nizozemska	41,09	63,49	5,29	7,18	5,90	5,92	5,65	6,67	5,70	4,91	5,25	2,12	2,14	1,79	2,06
Norveška	33,70	62,48	5,25	7,62	5,24	4,16	5,02	7,21	4,96	4,93	4,55	2,49	2,33	2,00	2,06
Poljska	41,66	63,94	5,90	6,61	3,65	5,86	5,48	7,21	6,09	3,56	5,53	2,31	2,83	2,14	2,31
Portugal	34,96	65,63	4,67	6,24	4,99	6,33	5,65	6,69	4,28	4,17	4,74	2,77	2,47	2,19	2,78
Rumunjska	47,22	62,20	4,08	6,31	4,19	5,80	5,53	7,24	4,33	3,37	4,55	2,38	2,22	1,97	2,09
Rusija	38,11	63,85	5,77	6,44	3,19	5,99	5,39	6,97	5,79	2,54	5,10	1,97	1,93	1,52	1,97
Švedska	34,22	62,20	5,84	7,62	4,63	4,51	5,26	7,50	5,24	4,41	5,26	2,50	2,50	2,01	2,13
Slovenija	**44,31**	**63,91**	**5,70**	**7,08**	**5,43**	**5,68**	**5,48**	**6,70**	**5,46**	**3,54**	**4,93**	**2,51**	**2,87**	**2,30**	**2,45**
Slovačka	43,35	61,55	4,29	6,74	3,32	5,04	4,75	7,26	3,54	2,52	5,89	2,49	2,16	1,86	1,82
Turska	35,37	54,83	5,97	6,31	4,45	4,71	5,51	7,26	5,68	3,79	3,47	2,61	2,89	2,43	2,36
Ukrajina	44,37	63,84	4,32	6,48	3,13	6,14	4,78	7,30	3,97	2,69	5,28	2,16	1,76	1,51	1,98
Austrija	43,08	65,73	5,27	6,71	5,23	4,95	5,65	6,72	6,29	5,03	6,42	2,50	2,68	1,93	2,08
Zajedno	**40,90**	**62,80**	**5,17**	**6,86**	**4,67**	**5,43**	**5,37**	**7,15**	**5,07**	**4,00**	**5,19**	**2,49**	**2,43**	**1,98**	**2,15**
Slovenija: lastna raziskava	**43,12**	**63,37**	**5,62**	**7,21**	**5,30**	**6,07**	**5,79**	**6,54**	**5,18**	**3,47**	**5,31**	**2,89**	**3,10**	**1,94**	**2,37**

Vir: Toš, 2012, str. 345 – 355.

Tablica 2: Izkušnje in odnos do staranja v izbranih evropskih državah – 2. dio

Država	Pitanje														
	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26	P27	P28	P29	P30
Belgija	2,86	2,51	2,88	3,12	6,41	5,24	1,96	1,35	1,94	1,48	1,58	1,96	2,37	1,33	0,78
Bugarska	2,91	2,60	3,18	2,96	7,83	3,20	1,54	1,05	1,99	0,84	0,60	2,40	1,80	0,99	0,53
Švicarska	2,64	2,49	2,97	2,92	7,05	5,88	1,73	1,19	1,68	1,45	1,38	1,69	2,04	1,25	0,47
Cipar	3,14	2,27	3,21	3,18	6,91	5,63	1,37	0,90	2,04	1,17	0,54	1,90	2,33	1,31	0,31
Rep. Češka	2,75	2,08	2,99	2,72	6,88	4,45	1,78	1,21	1,81	1,49	1,04	2,49	2,01	1,54	1,01
Njemačka	2,74	2,30	3,10	2,89	6,60	5,68	2,02	1,42	1,60	1,71	1,59	1,96	1,99	1,57	0,59
Danska	3,17	2,52	3,13	2,93	7,09	5,47	1,96	1,16	2,01	1,27	1,10	1,83	1,99	0,90	0,52
Estonija	2,87	2,80	3,06	3,20	7,23	4,37	1,78	1,44	2,00	1,08	1,04	1,95	2,06	1,00	0,65
Španjolska	3,11	2,61	3,35	3,37	7,15	4,81	1,74	1,30	2,15	0,98	1,10	1,90	2,69	0,88	0,53
Finska	3,03	2,71	3,23	3,34	6,56	4,22	2,15	1,47	2,37	1,48	1,30	2,16	2,24	1,24	0,80
Francuska	2,82	2,47	3,04	3,03	5,89	5,82	2,37	1,52	2,02	1,49	1,70	1,80	2,41	1,28	0,66
V. Britanija	2,97	2,35	3,30	2,95	6,23	5,24	2,04	1,53	1,74	1,80	1,27	2,17	2,42	1,48	0,51
Grčka	3,10	2,07	3,33	3,31	7,01	4,85	1,99	0,90	2,42	1,21	0,82	2,20	2,34	1,43	0,39
Hrvatska	**2,80**	**1,92**	**2,90**	**3,02**	**7,16**	**4,41**	**1,66**	**1,22**	**1,80**	**1,50**	**0,78**	**2,20**	**1,77**	**1,42**	**0,46**
Mađarska	3,07	3,01	3,52	3,48	6,84	3,68	1,63	1,88	1,38	1,09	1,10	2,17	2,05	1,10	0,48
Irska	3,35	2,70	3,47	3,23	6,19	5,21	2,18	1,59	2,23	1,61	1,30	2,04	2,78	1,28	0,57
Izrael	3,11	2,24	3,35	2,77	7,01	6,07	2,21	1,15	2,17	1,22	1,28	2,28	2,35	1,25	0,70
Latvija	2,75	2,81	3,11	3,32	8,06	5,11	2,01	1,19	2,03	1,08	0,96	2,56	1,94	0,99	0,53
Nizozemska	2,89	2,54	3,17	3,33	6,69	5,40	1,75	1,23	1,80	1,37	1,39	1,89	2,38	1,09	0,81
Norveška	3,18	2,67	3,27	3,15	6,84	5,76	1,95	1,37	1,96	1,14	1,15	2,12	2,23	0,86	0,47
Poljska	2,97	1,86	3,21	2,96	7,35	5,29	2,39	1,10	2,39	1,17	1,16	2,17	2,25	1,20	0,52
Portugal	2,85	2,59	3,28	3,41	7,47	6,74	1,37	1,23	2,18	1,11	0,79	2,10	2,76	1,12	0,31
Rumunjska	2,49	2,50	2,92	3,06	4,93	4,54	1,73	1,37	2,30	1,50	1,17	2,51	2,77	1,30	0,73
Rusija	2,65	2,69	3,10	2,85	7,26	3,63	1,97	1,18	1,93	1,11	0,73	2,59	1,67	1,06	0,83
Švedska	3,12	2,53	3,27	2,99	6,28	4,82	2,19	1,43	2,09	1,25	1,21	2,20	2,24	1,02	0,61
Slovenija	**2,98**	**2,03**	**2,93**	**3,29**	**6,24**	**4,38**	**1,71**	**1,25**	**2,31**	**1,19**	**1,09**	**1,99**	**2,25**	**1,13**	**0,65**
Slovačka	2,74	2,10	2,85	2,84	6,88	3,33	1,56	1,25	1,78	1,25	0,95	2,05	2,07	1,20	0,65
Turska	2,97	2,26	3,20	3,25	7,25	4,82	2,28	1,08	2,51	0,92	2,19	1,76	2,31	1,19	0,50
Ukrajina	2,74	2,64	3,15	3,26	7,77	3,63	1,73	1,20	1,86	1,46	0,53	2,71	1,41	1,34	0,66
Austrija	2,69	1,86	3,06	2,91	6,41	5,59	1,79	1,23	1,77	1,14	1,36	2,03	1,96	1,05	0,69
Zajedno	**2,91**	**2,45**	**3,16**	**3,10**	**6,86**	**4,92**	**1,90**	**1,28**	**2,02**	**1,30**	**1,15**	**2,14**	**2,21**	**1,20**	**0,60**
Slovenija: lastna raziskava	**3,46**	**1,91**	**3,28**	**3,28**	**6,55**	**4,49**	**1,86**	**1,37**	**2,26**	**1,03**	**1,41**	**2,30**	**2,63**	**1,82**	**0,82**

Vir: Toš, 2012, str. 356 – 363.

Tablica 3: Izkušnje in odnos do staranja v izbranih evropskih državah – 3. dio

Država	Pitanje													
	P31	P32	P33	P34	P35/1	P35/2	P35/3	P35/4	P36/1	P36/2	P36/3	P36/4	P36/5	P36/6
Belgija	6,64	7,17	0,60	0,37	12,6	45,1	14,2	28,1	4,8	36,4	45,4	11,6	1,3	0,5
Bugarska	7,77	8,24	0,70	0,49	4,2	52,9	12,0	30,9	3,7	22,6	36,3	20,2	12,1	5,1
Švicarska	7,37	7,63	0,52	0,31	7,9	53,3	15,4	23,4	15,1	26,9	36,3	13,3	5,0	3,4
Cipar	7,87	8,17	0,39	0,30	22,1	32,5	11,1	34,2	4,0	24,4	42,5	15,5	5,8	7,8
Rep. Češka	6,92	7,36	1,12	0,85	10,5	64,7	5,7	19,1	8,8	41,1	32,4	9,2	7,5	0,9
Njemačka	7,12	7,59	0,62	0,27	9,7	59,3	11,4	19,6	8,3	37,1	37,4	10,5	5,8	1,0
Danska	7,37	7,77	0,43	0,20	6,1	46,8	17,0	30,1	2,4	19,4	57,5	12,4	2,5	5,8
Estonija	7,45	7,89	0,56	0,35	10,7	55,4	18,4	15,5	6,8	29,4	41,5	14,9	3,0	4,4
Španjolska	6,9	7,4	0,5	0,3	7,3	55,5	11,2	26,1	11,1	28,9	28,5	15,1	7,8	8,6

	9	7	1	8										
Finska	7,92	8,28	0,60	0,38	5,4	54,4	2,5	37,7	8,4	38,5	47,2	3,7	1,5	0,8
Francuska	6,56	7,01	0,74	0,37	11,1	34,0	18,1	36,8	10,9	55,3	26,7	5,1	1,2	0,8
V. Britanija	6,11	7,38	0,78	0,38	11,6	46,3	11,1	31,0	11,7	51,2	29,7	4,9	2,2	0,3
Grčka	8,33	8,11	0,59	0,53	10,5	41,0	9,2	39,3	8,8	26,0	37,8	20,4	4,8	2,2
Hrvatska	**7,68**	**7,54**	**0,51**	**0,44**	**7,3**	**40,9**	**9,2**	**42,6**	**8,0**	**26,0**	**39,2**	**20,4**	**6,2**	**0,3**
Mađarska	7,10	7,47	0,65	0,39	4,7	52,3	25,4	17,7	14,3	43,0	28,6	8,3	5,1	0,7
Irska	7,07	7,79	0,58	0,42	10,6	50,6	11,1	27,7	7,1	28,4	41,7	17,3	4,2	1,4
Izrael	7,12	7,45	0,65	0,57	8,4	60,7	13,4	17,4	10,4	40,7	28,7	10,6	4,8	4,7
Latvija	8,09	8,28	0,51	0,40	17,6	46,6	6,3	29,5	10,4	29,5	22,1	9,1	21,8	7,1
Nizozemska	6,55	7,39	0,47	0,34	14,1	45,0	7,2	33,7	16,0	43,5	32,2	5,6	2,0	0,7
Norveška	7,24	7,77	0,52	0,25	7,9	52,9	10,8	28,4	25,3	35,7	32,7	3,8	1,3	1,2
Poljska	7,42	7,76	0,55	0,44	11,7	65,6	8,8	13,9	12,3	39,7	30,0	13,1	2,7	2,2
Portugal	6,48	6,95	0,32	0,25	13,2	41,7	8,1	36,9	26,6	33,8	24,6	5,4	4,9	4,7
Rumunjska	6,69	7,26	0,89	0,77	9,2	55,4	10,8	24,6	25,3	38,5	19,2	6,5	7,4	3,2
Rusija	7,64	7,87	0,86	0,66	3,6	39,0	18,0	39,4	6,9	27,8	26,3	10,0	20,1	8,9
Švedska	7,53	7,75	0,56	0,30	11,8	42,0	5,4	40,8	9,8	41,6	40,7	5,6	0,8	1,6
Slovenija	**7,82**	**7,93**	**0,55**	**0,43**	**8,1**	**42,8**	**14,8**	**34,2**	**6,6**	**33,7**	**40,3**	**15,5**	**2,3**	**1,5**
Slovačka	6,34	6,73	0,92	0,66	9,5	36,6	17,3	36,6	5,4	37,9	34,9	13,1	4,9	3,8
Turska	7,24	6,92	0,71	0,67	19,1	44,3	11,2	25,3	5,9	10,5	18,1	22,8	18,1	24,7
Ukrajina	7,07	7,49	0,83	0,71	8,7	49,5	14,6	27,2	6,6	28,6	25,3	13,6	13,3	12,7
Austrija	7,25	7,22	0,89	0,55	9,7	43,2	17,5	29,6	6,1	20,7	33,1	18,6	16,4	5,1
Zajedno	**7,20**	**7,58**	**0,64**	**0,45**	**10,1**	**48,9**	**11,9**	**29,1**	**10,6**	**33,9**	**33,3**	**11,4**	**6,5**	**4,3**
Slovenija: lastna raziskava	**7,71**	**8,15**	**0,74**	**0,59**	**7,4**	**45,4**	**16,2**	**31,0**	**11,7**	**35,1**	**34,6**	**15,8**	**1,6**	**1,2**

Vir: Toš, 2012, str. 362 – 379.

PERSPECTIVES AND CONTRADICTIONS IMPLEMENTATION OF PREVENTIVE SERVICES IN GERONTOLOGY

Model awareness of individuals with the transition to the third stage of life in the main of Slovenia

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Abstract
The changes we are witnessing, older people often pose problems before, you do not know how to solve it. Changes can not be followed because they often do not know the path to the right information, which is particularly reflected in trouble when it comes to treating or for a variety of modern approaches to treatment. Likewise, health contributes significantly to quality of life, well-being and positive thoughts, this is a problem which applies to devote special attention to research. Often we have seen that it is enough if a sick man visits a doctor, a pharmacist or a therapist to whom the prescribed therapy helps to get better. However, the health impact much more. It is this observation has prompted thinking how , in what way, with what approaches to motivate and convincingly address the older person, that feeling of being unwell does not mean the disease. The cause is often elsewhere: in irregular diet, insufficient movement, poor social network ... as well as the impact of weather on the old man. Older people are often not aware of alternative ways of healthy living, but if you already know about them, but often do not know how a particular activity to begin, continue, you win and your lifestyle. All such information is nowadays mostly found only on the Internet, to which, however, the older generation (large proportion of older people) worse join. Balance can be defined as a social problem worthy of research at the doctoral level. The appropriate method of research results are expected to enable the model solutions, not only as a contribution to science but also a creative approach to improving the quality of life for the elderly as the largest minority of the Slovenian population. For the successful implementation of the so-called gerontological services will be required to precisely define its interdisciplinary nature, that according to the needs of individuals in various stages of implementation services, appropriate " dosing " of each necessary methods and techniques. As a performance evaluation will be necessary to constantly examine (economic and socio - psychological) effects of both individuals and society, and their reactions to the services performed ; these findings already suggest possible creative upgrade our innovative model.

Keywords: gerontology, service activity, preventive and curative approaches, intergenerational participation, lifelong growth

UVOD

Promjene, kojima smo svjedoci, starije ljude često stavljaju pred probleme, koje često ne znaju riješiti na pravi način. Promjene ne mogu pratiti, često ne mogu naći put do pravih informacija, što se posebno odražava u teškoćama na zdravstvenoj razini za različne moderne pristupe u liječenju istih. Isto tako, zdravlje značajno doprinosi kvaliteti života, blagostanju i pozitivnim mislima. Govorimo o problemu kojem je potrebno posvetiti posebnu pozornost tijekom istraživanja (Bourdieu, P. (1998):Distinction: A social Critique of the Judgement of Taste, Routledge and Kegan) . U današnje vrijeme, uvriježenog smo mišljenja, da je dovoljno ako bolestan čovjek posjeti liječnika, ljekarnika ili terapeuta koji mu propisanom terapijom pomaže da se osjeća bolje. Na to se, dakle, reagira čisto ljekovito. Međutim, zbog zdravstvenih utjecaja mnogih čimbenika, danas se u svijetu sve više pažnje posvećuje preventivnim i alternativnim metodama liječenja.
Upravo to opažanje je pobudilo razmišljanje kako, na koji način, s kakvim pristupom motivirati (Probst, Tahira M., Stewart, Susan M., Gruys, Melissa L., Tierney, Bradley W. Journal of Occupational and Organizational Psychology, Volume 80, issue 3 (2007), p. 479-497) i uvjeriti stariju osobu, da osjećaj slabosti ne znači nužno bolest. Taj uzrok je često negdje drugdje: u nepravilnoj prehrani, nedovoljnom kretanju, lošoj društvenoj mreži …čak i u lošim vremenskim uvjetima koji na starijeg čovjeka općenito imaju utjecaja.
Stariji ljudi često nisu svjesni alternativnih načina za održavanje zdravog načina života, pa čak ako već i znaju za njih, često ne znaju odrediti aktivnost za početak, nastavak te na kraju usvajanje iste kao načina života (Goman Carol K., Adapting to Change, Making it Work for You (1992).
Sve te informacije danas se uglavnom nalaze samo na internetu, koje su, međutim, starijoj generaciji (veliki udio starijih osoba) teže dostupne.
Stanje se može definirati kao društveni problem dostojan istraživanja. Odgovarajućom metodom istraživanja očekuju se rezultati, koji će omogućiti model rješenja, ne samo kao doprinos znanosti, već i kao kreativnim pristupom poboljšanju kvalitete života starijih osoba, kao najveće manjine slovenskog stanovništva.

PREGLED DOSADAŠNJIH ISTRAŽIVANJA I LITERATURE

Proučavanjem trenutnog stanja problema istraživanja, u fazi razmatranja literature naišli smo na problem. Iako postoji mnoštvo literature o pravilima ponašanja prema starijima, čime se u istraživanju i bavimo, već smo u prvoj fazi (pregledom literature i izvora) naišli na problem što zapravo potvrđuje, da je socijalna gerontologija mlada te još relativno nerazvijena znanstvena disciplina . Pronašli smo dosta postojeće literature na temu ponašanja starijih ljudi, njihov način života, način provođenja slobodnog vremena. Čak i na temu moderne znanstvene misli i oblika preživljavanja treće životne dobi, SG još uvijek nije dobila prave razmjere.Tako naš problem, kojeg predstavljamo kao problem, koji se proteže na interdisciplinarnom području, koje utvrđuje ljudsko zdravlje, još uvijek nema čvrstu osnovu u području istraživanja socijalne gerontologije. Inovativno ćemo si stoga pomoći uz pomoć više područja: teorije slobodnog vremena, ponašanje iz područja biokemije i farmacije, nutricionizma, kao i znanstvene misli s područja sociologije i psihologije, antropologije, upravljanja ljudskim resursima i uslužnim djelatnostima (Ovsenik, M., Mekinc, Ovsenik, R. (1999): Organizacija za prikupljanje sredstava organizacija u području neprofitnih organizacija MDDSZ).

Postojeća literatura u većini još uvijek ne slijedi alternativne, preventivne metode održavanja treće dobi. Uglavnom se temelji na medicinski "ljekovitom" pristupu, koji se pri provedbi našeg modela u životu starijih osoba želi izbjeći koliko god je to moguće. Time bi konzumaciju lijekova smanjili na minimum. Očekivani rezultati provedbe našeg modela biti će u skladu s našim pretpostavkama, želeći poboljšati kvalitetu života u skupini starijih, ali i iz socijalne perspektive bi se ojačala neovisnost starije populacije i njihova sposobnost za samostalno aktivno uživanje u životu u kasnijim godinama. To ne znači samo rasterećenje državne zdravstvene blagajne, već i novu kvalitetu života starijih osoba u trećoj životnoj dobi.U ispitivanju najbolje prakse treba se ogledati na slične programe (Schaie, K.W. (Ed.), (2000) Social structures and aging. New York) država skandinavskog poluotoka, Engleske, nekih dijelova u Sjedinjenim Američkim Državama (Florida i Havajsko otočje) i urbanim područjima Kanade. U razvijenu skupinu također spadaju i razvijena urbana područja Australije i Novog Zelanda.

PRIJEDLOG PRISTUPA ISTRAŽIVANJU

Promjene, koje bi bile rezultat provedbe našeg modela u praksi, temelje se na novom obliku aktivnog starenja. Korisnici aktivnosti će utjecati na organizirani pristup slobodnom vremenu, zdravu prehranu, novu društvenu mrežu u zrelim godinama, i podizanje svijesti o starijim ljudima, što je neophodno za zdravo starenje aktivnog društvenog umrežavanja, koji koristi - umjesto ljekovitog, preventivno i pomlađujuće. Jedini način, da bi starija osoba pristupila izgradnji njihove društvene mreže, koja ima osnove u poslovnoj mreži iz prošlosti, što je moguće u ovoj populaciji (socijalno podrazumijevane kao teret stanovništva), je taj, da se osjeća kao dio stanovništva, kojem i dalje pridonosi. Ovo je novi pristup za razumijevanje mogućnosti dobi (kognitivna i psiho-fizički) i za potrebu funkcioniranja društvene svijesti iste te skupine, koja nas svojim aktivnim pristupom upozorava na istaknutu važnost međuovisnosti generacija i njihovom suživotu. Dakle, govorimo o alternativnom programu, koji bi korisniku bezuvjetno donosio snažan porast kvalitete života i uvjeta stanovanja, zdravstva i socijalnu skrb sa te strane bi značio i novu, vrlo profitabilnu djelatnost interdisciplinarnih usluga. Razmatranje se ne temelji isključivo na mladoj znanstvenoj znanosti (SG), štoviše, ono donosi i novi oblik poslovne usluge koje će zauzvrat obrazovati, osposobljavati i zapošljavati novo (najvjerojatnije) mlađe osoblje. S obzirom na način, na koji će se ove usluge provoditi u izravnoj interakciji davatelj - korisnik; u takozvanom izravnom - fizičkom kontaktu, takva nam nova interdisciplinarna promjena omogućava najvažniji element - paradigmu međugeneracijske suradnje. Kao rezultat sudjelovanja svih generacija, to u ovo okruženje donosi i pozitivne socijalno-kulturne čimbenike, međugeneracijski prijenos znanja i iskustva, bolje očuvanje kulturne baštine i kulture jednog naroda u određenom okruženju. Dakle, mi ne govorimo samo o pozitivnom utjecaju izvedene promjene na razini starije osobe i pojedinca, nego na dugoročni proces provedbe modela rješenja koji ima pozitivne društvene i kulturne utjecaje. Sve to u okruženje ne donosi samo nove međugeneracijske odnose i društvenu suradnju, nego i očuvanje te jačanje nacionalne svijesti i identiteta.U svjetlu tih činjenica, zaključujemo da je za uspješno modeliranje, organiziranje i održavanje željenih usluga potrebno pažljivo ispitati dinamiku ljudskog ponašanja i potreba tijekom vremena. Pojedina povijesna razdoblja, ovisno o stupnju razvoja pojedinih sredina, karakterizira stalno mijenjanje potreba društva i pojedinaca. Globalne promjene gospodarstva, koje se nepoznatom brzinom upliću u naše socijalno-kulturološko društveno okruženje, utječe također i na individualnu razinu, gdje je pojedinac, na dotad nepoznat način podvrgnut sindromu ubrzavanja (MO 2013) . Živimo u vremenu stalnih promjena, koje će društvo usmjeriti u odnosu na njegov odgovor - pozitivan, u smjeru kvalitetnijih odnosa i života svih generacija ili negativan, prema negiranju međusobne ovisnosti.

Svjedoci smo stereotipa, da su pojedinci "dobro“ (s obzirom na vremenske odrednice) te da nisu niti svjesni negativnih čimbenika (nezdrav život, stres, neadekvatno provođenje slobodnog vremena ...), ali se efekti nesvjesnog "uvuku" u podsvijest, što trenutno rezultira olakšanjem, dok kao cjelokupni način života vjerojatno će donijeti veliku "bolest" razvijenoga svijeta. Mi ne govorimo o pojedinačnoj bolesti, već o bolest naroda razvijenoga svijeta. Liječenje lijekovima u takvim slučajevima nije prikladna alternativa. Uspješne (pogotovo u tvrtkama) će biti samo preventivne metode. Dobro strukturirano modeliranje zahtijeva detaljnu analizu raznih teorija i primjere dobre prakse aktivnosti slobodnog vremena, mogućih aktivnosti u različitim lokalnim, regionalnim, nacionalnim okruženjima na odnos posrednika - pojedinačnom korisniku modela rješenja sukladno uočenim potrebama, na najbolji mogući način. Naravno, samo prevencija neće djelovati.

U proces će se neizbježno morati uključiti i druge stručnjake, specijaliste preventivne metode, jer se prema pregledu literature i primjera dobre prakse "prevencija" i "lijek" povezuju za postizanje željenih ciljeva, što neće biti moguće ako rade jedan bez drugog.Za uspješnu provedbu takozvane gerontološke usluge biti će potrebno precizno definirati njezinu interdisciplinarnu prirodu (Van Leeuwen, S., Notger, G. ,Melloni, L.(2009). Age effects on attentional blik performance in meditation, Consciousness and Cognition, Max Planck Institute for Brain Research), da je u skladu s potrebama pojedinaca u različitim fazama implementacije usluga, odgovarajuće "doziranje" svake od potrebnih metoda i tehnika. Za daljnji napredak rada biti će potrebno stalno ispitivati (ekonomske i društveno-psihološke) učinke pojedinaca i društva, i njihove reakcije na izvršene usluge; ovo otkriće pokazuje potencijalnu kreativnu nadogradnju našeg inovativnog modela.
To izaziva istraživanje ne samo starijih osoba kao najveće manjine u našem društvu, već i daljnjih utjecaja na novonastale ekonomije usluga, korištenja slobodnog vremena, najprije sportske aktivnosti i zdrave prehrane od onih životnih faktora koji određuju kvalitetu društvenog života pojedinca.

PITANJA ZA ISTRAŽIVANJE
Naša istraživačka pozornost će se posvetiti izgledima i potencijalnim kontradikcijama uvođenja novih oblika društveno-gerontološki osnovane organizacije i upravljanja (Ovsenik, M. (2011): Socijalna gerontologija-odgovor na promjene u vremenu) u kvaliteti aktivnog života starijih ljudi.Primjena i ispitivanje će se usredotočiti na područje središnje Slovenije. Uzimajući u obzir sve globalno razvojne vezane izmjene i nesigurnost u narednim desetljećima, to što će se rješavati u ovoj strateškoj perspektivi, opravdano je za očekivati turbulencije globalnih razmjera. U dubini, konceptualna i kvantitativna analiza stanja čimbenika, koji karakteriziraju prednosti i nedostatke te perspektive i kontradikcije koje treba uzeti u obzir u ovom slučaju će rezultirati u strukturnom modelu društvenog djelovanja (Ovsenik, M. - Prilagođeno iz Giddens, 2013) i Peters, T.J, Waterman, R.H. Tu su značajni i zaključci Senge, P., koji je suočen s nužnošću revolucionarnih pristupa u našoj društvenoj i znanstvenoj praksi.
U takvim slučajevima, ključna je svijest lokalnog stanovništva (ljudski potencijal), čiji je intelektualni kapital preduvjet za svijest i spremnost ljudi za kreativno-aktivnim sudjelovanjem u provedbi projekta. Ova vrsta analize proizaći će u modelu kojim treba utvrditi budući strateški razvoj uspješno ciljane gerontološke usluge. Mi ćemo gledati na kontradikcije i dileme, što je aspekt razvojne perspektive i izloženih modela.

PRETPOSTAVKE (HIPOTEZE)
Ho: Općenito javnost u starijoj dobi (65-70 godina) ne zna učinke redovitog organiziranja slobodnog vremena.
H1: Skupina potrošača pogrešno se hrani i ne zna odgovarajuće dodatke prehrani za zdravu prehranu..
H2: Prisutna skupina nije motivirana za stalne aktivnosti u slobodno vrijeme; ne zna učinke redovitog vježbanja (tjelesna aktivnost).
H3: Gerontološka struka u ovoj regiji nije napravila interdisciplinarni program za aktivni odmor u slobodnom vremenu.
H4: Pozitivni učinci kombiniranja aktivnog odmora, pravilnih dodataka prehrani i potrebnih lijekova uskladu naputcima stručnjaka, koji su potrošaču nepoznati.
H5: Podizanje svijesti starijih osoba je od društveno neizbježne važnosti.
H6: Redovito kontroliranje šećera u krvi, kolesterola i krvnog tlaka, te organizirani "test hoda" su od temeljnog značaja.

CILJ ISTRAŽIVANJA
Kao preduvjet za rješavanje modela problematizirana tvrdnja ogleda se na istraživanje ljudskih potreba u trećoj životnoj dobi, te stvaranje gerontoloških službi, gdje su davatelji usluga povezani integriranim sustavom. To je dogovoreni popis mogućih aktivnosti (procjenom raznovrsnosti usluga i razvrstavanja profila korisnika za dostignuća segmentacije specifične i diferencirane strategije proizvoda i njegovom korištenju u sustavu.
Odgovori na pitanja će biti od novih koncepata, teorija slobodnog vremena i primijeniti će aplikativan dizajn nove organizacije gerontoloških pružatelja usluga. Mi ćemo pripremiti složene organizacijske strategije orijentirane na organizacijskim mjerama za provedbu ovog razvoja, uzimajući u obzir potrebe korisnika, tehničku opremu, ekonomski, ljudski kapital (kulturnih normi i vrijednosti) i društveno-političkih uvjeta života i gospodarstva u ovom okruženju.Primarna svrha istraživanja je stvoriti takav model rješenja koji će osigurati očuvanje individualne životne energije u trećem razdoblju života. Usluga će biti dizajniran na način da korisniku osigurava kontinuitet u razdoblju prelaska iz aktivnog zapošljavanja u životno umirovljenje i alternativnih metoda i aktivnosti koje će ga održavati psihički i fizički aktivnima.Također, u smislu modela doživotnog rasta će se raspravljati o pojedincu kao društvenom biću koji se osjeća korisno i tako i dalje ostaje "u igri". Kao pozitivna ličnost motivirana međugeneracijskom suradnjom, isti postaje primarni glumac u prijenosu društveno-kulturnih obilježja i znanja na mlađe generacije.

METODE, UZORAK, INSTRUMENT

Metode

Podaci, dobiveni anketnim upitnikom. Koristili smo program Microsoft Excel, te se očekuje da će se obrađivati sa SPSS. Između statističkih tehnika koristimo metode deskriptivne statistike (prosjeci, postoci, histogrami), metodu važnosti razlike (t -test za nezavisne uzorke, ANOVA test i $\chi 2$ - test) i metodu korelacije. Pri određivanju primjenjive empirijske generalizacije upotrijebit ćemo velik broj varijabli pomoću faktorske analize. Pomoći ćemo si metodom glavnih komponenata, kako bi se među gomilom promatranih varijabli na objavljivanju ukupnih dimenzija imao bolji uvid u temeljne strukture podataka. Smanjili smo broj varijabli i objasnili daljnju analizu. Učinit ćemo Kaiser-Meyer-Olkin -ov test i potvrditi pouzdanost, sa Cronbach Alpha testom.

Da bi se provjerilo kako cjelovito model djeluje, pomagati ćemo si sa regresijskom analizom. U pitanjima u kojima su ispitanici imali mogućnost odgovoriti na nekoliko opcija u isto vrijeme , rezultati će biti analizirani pomoću različitih multivariantnih tehnika.

Uzorak

Uzorak će pokrivati aktivne žene i muškarce u osrednjim regijama Slovenije, u dobi od 65 -70 godina, odnosno u prvih pet godina nakon početka umirovljeničkog staža. Istraživanje će obuhvatiti 250 ispitanika. Koristiti ćemo tehniku slučajnih uzoraka.

Instrument

-Upitnik zatvorenog tipa ,

-Strukturirani pregled dobrih praksi zemalja skandinavskog poluotoka, središnje Engleske, južnom dijelu Sjedinjenih Američkih Država (Florida i Havajsko otočje), pojedinih dijelovi Kanade, te urbanih područja u Australiji i Novom Zelandu.

OČEKIVANI IZVORNI DOPRINOS ISTRAŽIVANJA RAZVO JU ODGOVARAJUĆIH ZNANSTVENIH PODRUČJA

Na temelju teoretskog znanja, empirijskog istraživanja, integracije uključenih interdisciplinarnih disciplina, model pridonosi znanosti socijalne gerontologije. Na aplikativnoj razini donosi korisnicima pristupačnu i jednostavnu naobrazbu, koja će im pojednostaviti individualni prijelaz u mirovinu, držeći ga mentalno, fizičko i duhovno aktivnim, a time bi se ujedno osigurala i odgovarajuća kvaliteta života i življenja.

Model u stručnoj i znanstvenoj razini otvara novo područje razumijevanja, istraživanja i primjene alternativnih pristupa i tehnika preventivnog načina očuvanja osobne stabilnosti pojedinca u trećoj životnoj dobi, daje novi pogled na stariju populaciju u navedenoj dobi, kao što je sposobnost aktivne i produktivne mogućnosti pridonošenja manjina. Time se pogled na stariju osobu kao trošak prebacuje ka novom pogledu razumijevanja starije osobe kao produktivne. Važnu ulogu imat će osmišljavanje, organizacija i provedba gerontološke usluge koja će osigurati kvalitetnu brigu o korisnicima.

Smanjuje se potreba za lijekovima, uvođenje procesa održavanja zdravlja i psihosocijalne stabilnosti te minimalna potreba korisnika za ljekovitim procesima obrade. Posljedično, to znači olakšanje proračunske potrošnje zdravstva, što je u vrijeme krize, kada je stanovništvo sve starije, hitno potrebno.

Model će osigurati novo područje za proučavanje sustavnih rješenja u području najveće manjine (starije osobe treće životne dobi), te će djelomično odgovoriti na problem rješavanja društvene krize u Sloveniji.

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INFLUENCE OF DEMOGRAPHIC DATA ON HEALTH CARE WORKERS MOTIVATION

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Sažetak
Motivacija je proces promicanja kako zaposlenici djelovati ili proces kojim se kod osoba dosegne osjetljivost na određeno ponašanja. Zaposlenici su motivirani i unutarnjim i vanjskim čimbenicima. Neki znanstvenici tvrde da je vanjski nagrade dominirati nad intrinzične nagrade, pa se pokazuju unutarnje nagrade neučinkovita. Također se navodi da je istraživanje o ljudima iz različitih organizacija utvrdio da vanjski nagrade ne podrivaju unutarnje motivacije i zbog toga može govoriti o motivaciji kao unutarnje i vanjske stvari koje potiču ili osobe pozvane da sudjeluju. Cilj ovog rada je prikazati čimbenike/djelatnike, koji utječu na zadovoljstvo ili nezadovoljstvo u pružateljima zdravstvenih radnika.
Načini: Upotrebili smo kvantitativni način iztraživanja. Za skupljanje podataka koristimo instrument upitnik. Koristili smo neslučajnostni zgodan upitnik. Istraživanje je provedeno među zaposlenicima u njegi/sestrinstvu u jednoj od općih bolnica. Istraživanje, u kojem je od 345 zaposlenih u sestrinstvu, uključuje 109 ispitanika.(35,2 % realizacije uzorka).
Detalji su bili obradjeni u programu SPSS (18.0). Koeficijent Cronbach alfa je u svim setovima puno premašio vrijednost od 0,7, koja u stručnoj literaturi predstavlja prag za dovoljno visokim stupnjem pouzdanosti uzorka (Nunnally i Bernstein, 1994). 53,2% zaposlenika imalo je srednjoškolsko obrazovanje, visoku stručno obrazovanje je 45,9% i 1 osoba (0,9%) imala je sveučilištnu stručnu spremu.
Rezultati: Zaposlenici sestrinstva su pripisali argumente o motivaciji u radu od velike važnosti, a to je istaknuo najveću važnost maksimalne prosječne motivacije za rad sa zadovoljnih pacijenata i dobrih odnosa sa suradnicima (PV = 4,7) i kontinuitet zaposlenosti (PV= 4,6). Najniža prosječna važnost motivacije na poslu je naveo u samomotivaciju, nagradu u obliku pohvale, zadovoljan nadređen i mogućnost dobivanja visokog obrazovanja (PV = 4.1). Statistički značajne razlike među zaposlenicima po obrazovanju nije bilo, osim zahtjeva koji se odnose na dobrim odnosima. Ovoj tvrdnji medicinske sestre sa visokom stručnom spremom pripisuju veću važnost, (t test bio je -2,183). Također nije bilo statistički značajnih razlika između djelatnika u zdravstvu po spolu i dobi radnog staža te starosti.
Rasprava i zaključak: Djelatnici sestrinstva su sa svojim životom vrlo sretni i ponosni da rade posao sestrinstva. Najviše značiA zadovoljan pacijent. Medicinskim sestram sa visokom stručnom spremom najviše znače dobri međuljudski odnosi sa suradnicima. Iz pregleda literature možemo vidjet, da je najbolji način za nagrađivanje onaj kojeg su izveli dovoljno često, uz napredak u razvoju zaposlenika. Nagraditi je potrebnu učinkovitost na poslu, stjecanje novih znanja, vještina i nove sposobnosti,nadležnosti, inovativnost, itd.. Djelatnici u sestrinstvu /zdravstvena njega /bi osjetili još više pripadanja radnoj organizaciji, ako bi jih za njihov posao još više motivirali.

Ključne riječi: medicinska sestra, motivacija, bolnice

1. UVOD

Predanost poslu je pozitivna, ispunjavajuća orijentacija rada,koju obilježava energija na poslu, predanost i puno interesna te uranjanja u radu. Motivacija je uvijek plod rada, odnosno posao, kojeg pojedinac radi. Ako zaposlenici sestrinstva u svom radu iskorištavaju svoje talente i potencijale, onda se ne trebamo zbrinuti za njihovu motivaciju. Takvi pojedinci će obavljati svoj posao učinkovito, djelotvorno, na poslu će biti sretni, sa pozitivnim stavom i zato će uvijek raditi motivirani. Najveća motivacija za rad pružateljima/djelatnicima zdravstvene skrbi je napraviti kvalitetnu zdravstvenu skrb, a time i zadovoljnog pacijenta.

Cilj ovog rada je prikazati čimbenike/djelatnike, koji utječu na zadovoljstvo ili nezadovoljstvo u pružateljima zdravstvenih radnika.

2. TEORIJA

Motivacija je dobrovoljna spremnost nastojanju pojedinac, da se postigne određeni cilj, uz zadovoljenje individualnih potreba. Doista,motivacije je psihološki poticaj za rad. Razlike između ljudi unutar organizacije su najviše kažu baš u motivaciji za rad (Ferjan, 2005). Scobie (2009) opisuje motivaciju kao proces promicanja nekoga da djeluje, odnosno postupka, u kojem osoba dosegne osjetljivost na određeno ponašanje. Ljudi su motivirani i unutarnjim i vanjskim čimbenicima. Neki znanstvenici utvrde, da vanjske nagrade dominiraju nad intrinzičnima nagradama, zbog toga se prikazivanje intrinzičnih nagradna pokazuje na načni, koji je neučinkovit, a također se navodi da je istraživanje ljudi iz različitih organizacija ustvrdio, kako vanjske nagrade ne podrivaju unutarnje motivacije i zbog toga možemo govorit o motivaciji kao unutarnji i vanjski stvari koje potiču ili osobno pozovu da sudjeluju.
Svrha motivacije je pripremiti uljude, da rade brže, da obave kvalitetan rad , te da će oni biti zadovoljni sami. sa tim. Motivacija je pozitivan proces , čiji je cilj potaknuti zaposlenike da rade obolje, da će biti sa poslom zadovoljeni te

neovisni od drugih (Klarić , 2009). Shinn (2004) smatrah, da postoje različite vrste motivacije - unutarnja i vanjska. Intrinzična - unutarnja motivacija se također naziva self-motivacija . Vanjska motivacija je ono što često mjeri psiholozi - štakora u labirintima , motivacijsko vrijeme , u korelaciji , itd. . Isto vjeruje da snagu za rad nađe čovjek u sebi , te da koncept motivacije ne bi trebalo uzeti u znanstvenom, istraživanjem kontekstu . Self- motivaciju dijeli u dva dijela . Prvi je mentalni , igdje pojedinac ima duh zamisliti gdje želi ići . Drugi dio je fizički , u kojem mora raditi kako bi se do njih stiglo. Duh i funkcija su jednako važni,možemo usporediti kao što je u odnosu na vožnju automobila - prije nego što sjednemo u njega i krenemo voziti , moramo znati kamo idemo . Self-motivacije -misao i djelovanje – je ključ uspjeha .

Motivacija je jedno područje, kojemu je znanost posvetila dovoljno pozornosti. Bilo je mnogo teorija, a mogu se ugrubo podijeliti na dva dijela. Sadržaj teorije motivacije rješava prirodu ljudskih potreba i pokuša identificirati specifične upotrebe, koje motiviraju pojedince i objasniti, zašito se pojedinac ponaša na određeni način. Proceduralni metode teorije pokušavaju objasniti promjene u ponašanju pojedinca. Možemo se pitati, kako postiči kod pojedinca ponašanje za promicanje, uspostavljanje i održavanje (Brejc, 2004). Herzbergove dvije teorije čimbenik sustav motivacije je stvorena na temelju istraživanja Maslow - ove motivacijske teorije . Herzberg je stavio oštriju distinkciju između najnižih i najviših potreba , ako kod Maslowa . Došao je na čimbenike, koji se zove higieniki, koji sami ne utječu na aktivnost zaposlenika , otklanjanju okolnosti, koje bi mnoge imati štetna utjecajna na zaposlenike . Higijeničari su političari organizacije , nadzor , plaće , uvjeti rada , zaštita na radu naših zaposlenika, ponašajne oprema drugima na poslu te oprema vodji . Ako je kvaliteta tih čimbenika ispod očekivanja , ljudi na poslu će biti nespretni, zbog važnosti tih faktora pa ne povećava predanost zaposlenika na rad . Druga skupina čimbenika su motivatori, koji povećavaju spremnost na rad , potaknuju zaposlenike da budu aktivniji , ali ne izazovu nezadovoljstvo, ako tih čimbenika nema. Motivatori su uspjeh , priznanja , napredovanje , odgovornost , samostalnost pri radu, i slično. Po Herzbergu je zadovoljstvo sa radom u odnosu na sadržajem rada , nezadovoljstvo pa se odnosi na uvjete rada i čimbenika vezanih uz rad . Sadržaj rada trebao bi omogućiti zaposlenicima, da zadovolje svoje potrebe za postignućem , priznanjima i odgovornosti (Brejc, 2004) .

Herzbergova torija motivacije za menadžere i višeg osoblja je osobito važna, jer možete okoristiti dvije vrste fondova za motivaciju zaposlenika. Uz motivatore može se izazvati reakcije ili postupke pojedinaca. Sa higijeničarima mogu se eliminirati nepotrebne tenzije, a fokusa ide na ljudske aktivnosti za rad. Ako je zaposlenik nezadovoljan u svom radnom okruženju, manadžer ili voditelj uklanja njegove problema kako bi se poboljšali higieniki. Međutim, ako menadžer bili lider žele povećati učinkovitost zaposlenika, koristite neku drugu vrstu sredstava, motivatora (Treven, 1998).

Kamenčić (2014) je mišljenja, da na poslu ljude/zaposlenike ganja ka poslu i uspjehu često novac, međutim, što je preduvjet da se zadovoljavaju većinu potreba i sredstva kako bi se postigao željeni stupanj samostalnosti i slobode. Osim novca, postoje i mnoge druge potrebe, što se može utjecati na spremnost na rad, čak i bolje nego novac (npr., osjećaj socijalne **sigurnosti, prihvaćanja na radnom mjestu, osjećaj samog sebe, itd..).**

Istraživanje, koje je provedeno od strane Torrington i Hall (1987;. Sažeti Prema Svetlik i Župana, 2009) prokazuje, da se uz pravilnu oblikovanje rada može povećati motivaciju zaposlenika da rade i da to u isto vrijeme poboljšava radnu učinkovitost i povećanje zadovoljstva zaposlenika, a u isto vrijeme i pozitivno potiče.

3. METODE

Koristili smo kvantitativnu metodu rada. Kao instrument za prikupljanje podataka, koristili smo upitnik, koji je izgrađen u dva dijela, motivaciji je posvećen jedna dio sa 14 tvrdnji, koje su ispitanici ocjenjivali po pet stupanjski Likertovoj ljestvici, gdje 1 znači vrlo malo važnosti, 2 malo važnosti 3. ni važno, niti nevažno, 4važno i 5 vrlo važna stvar. Upitnik som radili na temelju pregleda literature.
Istraživanje je provedeno u lipnju 2012 u jednoj od slovenskih regionalnim bolnicama među zaposlenicima u zdravstvenoj njegi. Koristili smo neslučajnostni, praktični uzorak. Upitnik je primio 310 medicinskih sestara. Vraćeno 109 upitnika (35,2% realizacije uzorka). U istraživanju je sudjelovalo 100 (9,7%) žena, muškaraca sudjelovalo je devet (8,3%) te je od toga 58 (53,2%) ispitanika sa srednjom stručnom spremom i 51 (46,8%) ispitanika s visokom stručnom obrazovanju ili više. Prosječan broj godina radnog staža je 17,9 godina.
Sudjelovanje u anketi je dobrovoljno. Anonimnost je zajamčena podnošenjem upitnika u kuverti i na namjenski okvira, igdje su se prikupili upitnike odjela. Uzeli smo u obzir etičke aspekte istraživanja.
Podaci su uneseni i analizirani u statističkom programu SPSS 18:00. Od prikupljenih podataka, izračunali smo prosječnu vrijednost, standardna devijacija i modus. Koeficijent Cronbach alfa je u svim puno premašio vrijednost od 0,7,što u literaturi znači prag za dovoljno visokim stupnjem pouzdanosti uzorka (Nunnally, Bernstein, 1994).

4. REZULTATI

U nastavku ćemo pokazati rezultate koji se odnose na određivanje čimbenika koji motiviraju djelatnike u zdravstvenoj njezi.

Tablica 1: Čimbenici koji motiviraju zaposlenike u radu zdravstvene zaštite

Čimbenici motivacije	min	maks	PV	SO	modus (%)
Intrinzična motivacija/self - motivacija	1	5	4,1	0,8	4 (52,3)
Nagrada v obliku pohvale	2	5	4,1	0,8	4 (48,6)
Nagrada v obliku plaćanja (stimulacija, vića plača idr).	1	5	4,4	0,8	5 (55,0)
Prikladno delovno vrijeme	2	5	4,3	0,7	4 (45,9)
Poticanje na poslu, u organizaciji rada	1	5	4,2	0,9	4 (41,3)
Sretan pacient	3	5	4,7	0,6	5 (74,3)
Sretan nadrejeni/šef	1	5	4,1	0,9	4 (42,2)
Dobri odnosi sa suradnicima	**2**	**5**	**4,7**	**0,6**	**5 (70,6)**
Kontinuiteta radnog staža	2	5	4,6	0,6	5 (63,3)
Mogučnost kariernega razvoja	2	5	4,2	0,8	5 (42,2)
Autonomija na poslu	2	5	4,5	0,6	5 (53,2)
Mogučnost korištenja dopusta i slobodnih dana	3	5	4,5	0,7	5 (58,7)
Mogučnosti dodatnog stručnog obrazovanja	1	5	4,3	0,8	5 (45,0)
Mogočnosti formalnog obrazovanja (sticanje visokog obrazovanja)	1	5	4,1	0,9	5 (39,4)

PV: prosječna vrijednosti, SO: Standardna devijacija, modus: najčešće rezultat

Iz tablice 1. vidljivo je, da su se svi faktori motivacije u radu pružatelja zdravstvene njege ocijenili visoko, s prosječnom ocjenom 4 (važno). Djelatnike u zdravstvenoj njeni u radu najviše motivira zadovoljstvo pacijenta i dobrih odnosa sa suradnicima (PV = 4,7). Slijedi stabilan posao (PV = 4,6).Najmanja važnost motivacije na poslu su naveli u self-motivacije, nagrade u obliku pohvale, zadovoljan nadređeni i mogućnost dobivanja visokog obrazovanja (PV = 4.1).Najčešće je ocijenili sa 5 (jako važno) argument zadovoljstva pacijenta (na 74,3%) .Najniža ocjena motivacije je bila 4 (važno),i to kod važnosti napredovanja u radnim organizacijama (41,3%). Medicinske sestre sa visokom stručnom spermom se slažu i izražavaju veće prihvaćanje da su dobri odnosi s kolegama.
Materijalnom imetku i nagradi u obliku pohvale ne pridaju veću vrijednost. Zaposlenici pohvalu inače smatranju kao važnim, sa strane rukovodioca je ocjenjuju kao lošu, jer su u sklopu pitanja , koji se donose na zadovoljstvo medicinskih sestara u međuljudskim odnosima na radnom mjestu, tvrdnji, da glavna medicinska sestra odjela ispitanice često pohvali za njihov rad , izjavili minimalni dogovor (PV = 2,8). Dodijelili so najnižu ocjenu 3 (ne mogu definirati).

5. RASPRAVA

Zaposlenici uživaju dolazeči na posao, ako su jim rad bi sve vezano uz rad opravi izzazov i zanimljiv posao. To je obično glavna motivacija za zadovoljstvo u odnosu na rad u kolektivu. Radnici u zdravstvenoj njegi veliku važnost pripisuju navodnom motivaciju na poslu. Oni su naglasili iznimnu važnost na zadovoljstvo pacijenta, dobrim odnosima s kolegama i kontinuitet zaposlenosti. Razlike u smislu demografskih podataka između djelatnika u zdravstvenoj njegi je uklonjena. Možemo istaknuti samo dobre donose na radnom mjestu , koji su bili važniji kod medicinskih sestara sa visokom stručnom spermom, nego medicinskim sestrama sa srednjom stručnom. Važni čimbenici, koji utječu na zadovoljstvo medicinskih sestara na radinom mjestu su i zadovoljstvom pacienata i kontinuitet odnosno sigurnost radnog mjesta. Također je isto istaknuo Brejc (2004). U studiji Jakšetove (2007) rezultati su pokazali da je sigurnost radnih mjesta najvažniji čimbenik zadovoljstva na posluh. Jednako je prokazanu istraživanjem Studentski (2010), koji napominje da je kontinuitet odnosno sigurnost radnog mjesta najvažniji faktor zadovoljstva na poslu. Kontinuitet zapošljavanja je jedan od najvažnijih faktora zadovoljstava na poslu, iako je u bolnici, gdje smo proveli studiju,medicinske sestre ne ostavljaju na prvo mjesto. Rezultati pokazuju da je njihova sigurnost radnih mjesta vrlo važna. Najmanju važnost motivacije na poslu su naveli self-motivaciju. Čak i nagrade u obliku pohvale, zadovoljni te sretni managerji i mogućnost pridobivanja visokog obrazovanja za medicinske sestre anisu dovoljna motivacija za posla. Zaposlenici pohvale inače smatranju kao vrlo vlažne, ali su je sa strane svojih nadređenih ocijenili kao loše (PV = 2,8). Svi faktori motivacije su bili ocijenjeni visoko, što označi, da zaposlenici pridaju motivaciji veliku i značajnu vrijednosti. Djelatnici u zdravstvenoj njegi se slažu da self-motivacija odnosno unutarnja motivacije ima utjecaj na zadovoljstvo na poslu, ali je u usporedbi s drugim čimbenicima motivacije procijenjene lošije, tako da mi, kao Shinn (2004), Scobie (2009) i drugi ne možemo definitivno utvrditi, da je unutarnja motivacija važan čimbenik zadovoljstva na

poslu. Isto tako ne možemo tvrditi da ne postoji statistički značajna razlika u mišljenju između medicinskih sestara sa srednjom stručnom spremom te medicinskih sestara sa visokom stručnom spremom ili više, što se potonji samo više slažu sa tvrdnjom, da su dobri međuljudski odnosi važni kod motivacije na poslu. U literaturi, intrinzičnu motivaciju navode kao jedan od faktora koji utječu na zadovoljstvo na poslu, ali nismo nigdje pročitali ili potražili ad obi jedno istraživanje potvrdiloM, kako je samo-motivacija važnija od drugih faktora zadovoljstva. Također, zaposlenici bonus u obliku pohvale ili spretnog managerja, šefa te mogućnost dobivanja visokog obrazovanja motivira za rad, ali su ove faktore medicinske sestre procjenile minimalnima. Studentska (2010) napominje ad su nagrade i pohvale drugi najvažniji faktor koji utječe na zadovoljstvo na poslu. Sličan zaključak ustanovilo je i Hrvačanin (2006). Na pitanje koji utjecaj ima dohodak ili plača medicinskih sestara sa zadovoljstvom na poslu, pronašli smo, da se zadovoljstvom sa radom medicinskih sestara pokazuje višjom ocjenom koda onih sa višjom palačom (1.201 eura ili oviše) nego koda onih sa manjom. (500-800 eura) Jedan-faktor analiza varijance pokazala je da nema statistički značajne razlike u prosječnoj stopu ocenjivanja zadovoljstva na radnom mjestu, bez obzira na iznos osobnog dohotka, tako da vjerujemo da medicinske sestre sve veći značaj u iznosu od osobnog dohotka ne mogu pripisati i ne povezuju sa zadovoljstvom na radnom mjestu. Slični rezultati dobiveni su kod Studentske (2010), gdje upitnici ne pridaju veći značaj utjecanju osobnoga dohotka. Utjecaj osobnog dohotka na zadovoljstvo poslom ocijenjen je s gotovo najniže rejtinga. Brejc (2004), kaže da je za mladog radnika, koji stvara obitelj, znači novac put ili trag do stana, za biznismena srednjih godina, koji ima sredene glavne materijalne potrebe i novac na skupe hobije, novac je još uvijek snažan motivator. Bilo bi zanimljivo usporediti utjecaj prihoda na zadovoljstvo na radnom mjestu po starosnih grupama. Jakše (2007) u istraživanju smatrah, da iznosu osobnog dohotka ispitanika ne pripisuju veću važnost i podignut je samo na četvrtom mjestu.

6. ZAKLJUČAK

Djelatnici zdravstvene njege svim faktorima motivacije pripisuje vrlo velike važnosti, iako su istaknuli motivirajući čimbenik "zadovoljan pacient", i "dobre odnose sa suradnicima." Potonji su medicinske sestre sa visokom stručnom spremom daje veći naglasak i važnost. I"kontinuitet zaposlenosti" je za djelatnike zdravstvene njege glavni čimbenik motivacije na poslu, ali to ne znači da i drugi čimbenici za njih nisu bili relevantni. Medicinske sestre daju motivaciji na poslu vrlo velike važnosti. Naš cilj u budućnosti je ustanoviti kako bi se utvrdilo zašto medicinske sestre brigu, nagrađivanja, napredovanja, plaće i druge čimbenike kojima su se inače date visoke prosječne ocijene, bez značajnijeg utjecaja na motivaciju na poslu. Medicinske sestre bi trebalo dodatno motivirani za njihov rad, pošto bi tako postigli veće zadovoljstvom na poslu? Uz pomoć ispitivanja može se provesti analiza pojedinačnih poticaje. Svaki zaposlenik će biti upitan o tome što ga motivira i što ga demotivirah te bi razgovarali s njim o načinima motiviranja i potiče. Također predlažemo, da se dosljedno provoditi redovite godišnje razgovore sa svojim nadređenima. Razgovarali bi o problemima s kojima se suočavaju na radnom mjestu može se predložiti poboljšanja ... itd.. i zaposlenici bi možda na taj način osjećali više privrženost i odanost organizaciji ču ikojoj rade,to će jih još više motivirani za rad.

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REACTION OF ELDERLY WHEN ENTERING A RETIREMENT HOME AND LATER ACCEPTING OF THE CHANGE

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Abstract
The presence of beauty is possible in mature age as well, if the person is healthy and possesses the power of independence of course. Moreover, if the one is surrounded by his relatives in his domestic environment so he owns the possibility of reaching out for help from the people he knows best and who take time for him. However mentioned fortune is out of reach for majority of elderly people as numerous health issues sooner or later begin to occur with age. Instability and motor skills disorders, weakening of mental abilities, incontinence are only some of them. The problem deepens when person suffers loneliness, incapability to reach out for help as there is a lack, or complete absence of relatives. In described circumstances realization of home care becomes next to impossible. With options running low, there is one to remain: retirement home. It is claimed to be the perfect place to fulfill all the needs of an elderly person, but is it perfectly true? What about older person`s privacy, dignity or peace and the feeling of actually being at home? No, it is more of a nice hotel room, with zero potential of becoming the actual home, where privacy cannot be perfectly ensured. In the end it may be true that everything is taken care of, but still through the eyes of an elderly it is only a hotel room, lots of memories and waiting that remained.

Key words: elderly, retirement home, nursing care, environment changes accepting, help

SEXUALITY OF ELDERLY IN INSTITUTIONAL CARE SYSTEM

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Abstract
Purpose of research: Sexuality of the elderly is a taboo subject and very few topic related articles have been published in Slovenia. The purpose of the research is to determine sexuality of the elderly in the institutional nursing care system.
Methods of research: Qualitative research, where I gathered data by conducting a semi-structured interview. I analysed the text using an inductive encoding approach. At the same time I linked formed categories and subcategories to the text.
Results of research: The interviewed elderly understand sexuality as love, touch, pleasure and socializing. In describing sexuality, advantages and obstacles are identified. The interviewees see no ensured conditions for sexuality as an obstacle, along with changed physical appearance and dependence as a consequence of frailty. They see advantages in relaxation, enjoyment and independence.
Conclusion: The interviewees described sexuality of the elderly as a relationship between a man and a woman, with emphasis on touch, socializing and love. It is necessary to educate employees in the field of sexuality among the elderly and enlighten them with real and not attributed characteristics of senior people.

Keywords: elderly, Home for the elderly Viharnik, sexuality, love, touch.

1 Introduction

Sexuality is nowadays still a taboo theme, especially when talking about sexuality of the elderly. In Slovenia this topic is poorly researched and very few related articles have been published. We are faced with an ageing population, an increasing number of people older than 65 years, while little is known about sexuality of the elderly. A research is needed in order to determine the sex life of senior citizens. Institutional care for the elderly in Slovenia is a widespread form of health and social nursing care.
Conception of sexuality is diversified, conditioned by culture and society. “The term sexuality relates to a person as a whole. It includes all those human aspects that are in a specific relation being a boy or a girl, a woman or a man, and it is an essential entity of lifelong dynamic changes. Sexuality expresses our human character, not only our nature. As a function of one's complete personality it deals with biological, psychological, sociological and cultural variables of life, which may in turn with their effect on personal development and interpersonal relationships gradually affect the social structure” /1/.
Sexuality, at the level of higher and lower demands, defines lower needs for feelings and satisfaction as less important and people ignore them easily. At the level of satisfying higher needs, people experience pleasure more sincerely. A self-realized person enjoys sexuality more than the average one and sexuality in their life plays a much less important role. /2/

Košiček states that people are most vulnerable in their love and sexuality, because they associate these aspects with strongest emotions and are striving to meet the needs of life, accompanied by strong emotional experience /3/.
Authors Heath and White say that the sexual activity among older people in most cases ends with death of a lifelong partner. An elderly person is therefore less able to create a new relationship. The fact that the elderly then move into a nursing home and privacy influencing factors prevent intimate relationships. Expressing sexuality and intimate relationships in the homes for the elderly will have to change through the eyes of employees, in terms of care for the residents and should be are part of nursing care duties /4/.
Some authors attribute certain permit conditions to sexuality in homes for the elderly, which effectively enable it. Environment should ensure that people can be together and may be visited by their partners. It would be necessary to maintain a favourable climate, based on trustful employees and their positive attitude towards sexual activity, sexuality of the elderly, outside marriage and same-sex sexual relationships /5/. Views and experiences of the elderly would also have to be understood, because interviews with them have shown that they have problems with sexuality and would like to talk to a doctor, but do not feel able to. A study conducted on 68 older residents in nursing homes showed that they are tolerant towards sexual activity among the elderly. In this research, 86% of the respondents disagreed with the statement that older men and women are unattractive /6/. The elderly are a diverse population when it comes to sexual behaviour. Among them we find long-term marriages and less traditional forms (outside marriages, same-sex unions, masturbation, romantic relationships). The elderly may be involved in some type of sexual behaviour same as younger people are, where they can be satisfied or not. Because the elderly in their adaptation to a passive role are pressured by society, adult children and caregivers, the comprehension of their sexuality in treatment programs is very much necessary /7/. The authors Esterl, Munoz Sastre and Mullet conducted a study on 427 French citizens aged from 18 to 84 years and found that the sexuality of the elderly depends on four factors: partner's age, social status, length of relationship and privacy. For most that took part in the research, sexual rights of the elderly are basic human rights /8/.
Gott and Hinchliffe argue that many elderly, after losing his or her partner, are prepared to seek a new partner and form new, fulfilling sexual relationships /9/.

2 Aim of study

The aim of the study is to determine what the residents in the home for the elderly Viharnik understand under the term sexuality, what their sexuality is like, how they describe it. Based on the findings I would form a concept of sexual life among the elderly.
Research questions (R):
R1: What do the residents in the home for the elderly Viharnik understand under the term sexuality?
R2: How do the residents in the home for the elderly Viharnik experience sexuality?

3 Methodology

3.1 Area of interest

I was interested in the opinion of individual residents about sexuality of the elderly. I noticed that many residents in the home for the elderly Viharnik socialize a lot with each other. During their socializing they caress and kiss each other and express affection to one another. Their socialisation is also made possible by the architectural structure of the home for the elderly Viharnik. The home is spacious, bright and located outside the town's centre. The building is surrounded by footpaths that run through the landscaped park and offer a view on the Julian Alps. Viharnik is a fourth generation home for the elderly, which means that it is not traditional. Individual departments are called groups, operating on the principle of household communities. In each household community there are from 12 to 16 residents. Bodily vital residents are part of vitality household communities, residents with dementia are in dementia groups, while those in need of nursing care are in nursing groups. Each group (household community) is lead by a housewife. The residents in the home for the elderly Viharnik spend their time mostly within their household communities and in nooks between individual groups.
The personnel in the home for the elderly Viharnik often socialize with the residents in their rooms in an intimate atmosphere. The residents of the home for the elderly Viharnik do not conceal expressing their sexuality. The conducted study could help ensure conditions for the residents' expression of sexuality in the home for the elderly Viharnik. Knowledge of sexuality among the residents would offer understanding to the personnel in the home for the elderly Viharnik. The residents in the home for the elderly Viharnik will probably describe sexuality as touching.

3.2 Sources of information, material, interview guide

I used a qualitative research method and gathered data with a non-standardized, semi-structured interview. Before conducting the interview, I presented the topic of the research to the residents and asked them to participate. They were willing to be participants. I conducted the interviews individually, outside living spaces. I am well known to the residents who were included in the study and they trust me. Conversations were relaxed and we clarified ambiguities along the way.
My guiding questions for the interview were based on a review of foreign scientific literature.

Guiding questions:

1. What do you understand under the term sexuality?
2. Do you feel a desire to express your sexuality?
3. Do you express this desire and in what way?
4. Do you believe there is a positive connection between health, welfare and the expression of sexuality?
5. Do you wish the home for the elderly would support you in expressing desire for sexuality?
6. What kind of support would you wish for?
7. What is your sex life like?
8. Do you feel that your sex life has changed over the years or with your accommodation and in what way?
9. How would you describe your feelings when you see an older couple in love?
10. What do you think of people who get remarried in their older age?

3.3 Sample description (selection, number)

In the sample I interviewed four residents in the home for the elderly Viharnik. All are in the vitality group, which means they require minimal health and social care assistance from the personnel. They move on their own, the third resident moves with the help of a wheelchair. My research included two men and two women. The youngest was 75 years old, the oldest 87. Three of the residents come from urban environment, one from rural. Time of accommodation in institutional care varies from three months to one year. The researched residents have different educational backgrounds, they all have children. See table 1.

Table 1: Sample description

	Resident 1	Resident 2	Resident 3	Resident 4
Gender	Male	Female	Female	Male
Age	75 years	76 years	78 years	87 years
Completed education	Vocational school	High school	Doctorate	Secondary school
Time of accommodation	3 months	4 months	13 months	12 months
Marital status	Single	Widow (1 year)	Outside marriage	Widowed (20 years)
Relatives (children)	Yes; son and daughter	Yes; son	Yes; daughter	Yes; daughter
Environment from which they came	Urban	Urban	Urban	Rural

3.4 Data collection method

I conducted the interview with the help of guiding questions. I had recorded the answers along the way and retyped them later.

4 Results

I qualitatively analysed the acquired data using an inductive coding approach. I re-connected the identified categories with the content and searched for consequences, causes and patterns of interaction.

What do you understand under the term sexuality? "Love, I would have to say, is to feel someone who loves you."
Do you feel a desire to express your sexuality? "Yes, I do."
Do you express this desire and in what way? "Of course I do, I caress ladies."
Do you believe there is a positive connection between health, welfare and the expression of sexuality? "Of course there is, when a person feels young, how do you say, fit, right... this is associated with sexuality."
Do you wish the home for the elderly would support you in expressing desire for sexuality? What kind of support would you wish for? "Yes, I wish it could be possible to be alone with my lady friend in the same room."
What is your sex life like? Do you feel that your sex life has changed over the years or with your accommodation in the home and in what way? "Better then in younger days. It has changed, I met a new partner and I enjoy myself."
How would you describe your feelings when you see an older couple in love? What do you think of people who get remarried in their older age? "To me it seems okay. For people who get married in old age, I would say it's okay if they really love each other.
We fell for each other, then my son found us in bed... I was expecting him to say: "Dad what are you going?", but he said nothing..."
He understands sexuality as love and loyalty. He expresses a desire for love and youth. He states that his sex life has changed, since he met his partner. He also expresses enjoyment. To him love is a prerequisite for marriage. He describes certain expectations with regard to children.

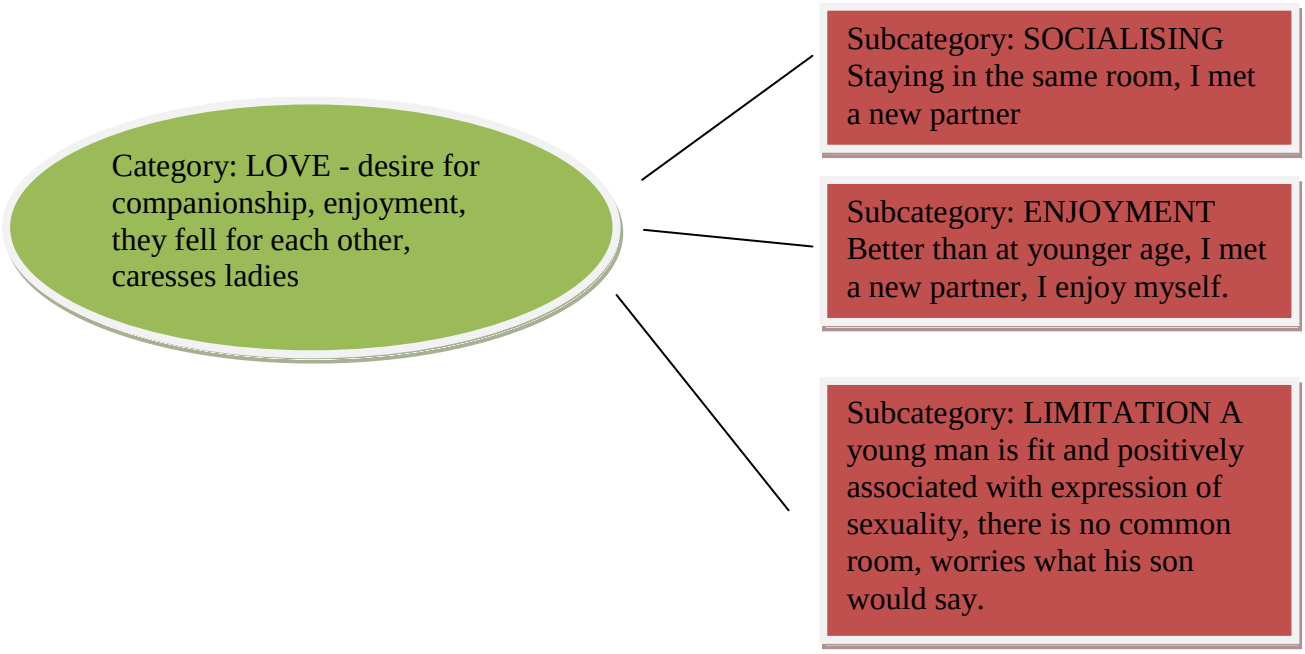

Image 1: Content analysis of answers by resident 1

What do you understand under the term sexuality? "Socializing, touch. "
Do you feel a desire to express your sexuality? "I have that desire."
Do you express this desire and in what way? "I say... will you come to me, we'll snuggle a little bit."
Do you believe there is a positive connection between health, welfare and the expression of sexuality? "I do believe, when I feel a touch I feel better and I feel younger if someone loves me."
Do you wish the home for the elderly would support you in expressing desire for sexuality? What kind of support would you wish for? "Well, always with him in the same room."
What is your sex life like? Do you feel that your sex life has changed over the years or with your accommodation in the home and in what way? "When you're young you have a prejudice of what will happen, now you're relaxed, not afraid of getting pregnant... you put yourself more into it, now it's better... it has changed, a new relationship brings meaning to a widow's life... a second life."
How would you describe your feelings when you see an older couple in love? What do you think of people who get remarried in their older age? "I enjoy watching older couples in love, thank God they found each other... knowing you're not alone... you are with someone who loves you... when you're younger, it's less important... there's no difference in loving someone when you're young or old, but now you can do whatever you want, enjoy yourself... what would I do in my room... stare at the ceiling... a friend told me that I could never be alone..."
She says she feels good, enjoys herself and is relaxed. She expresses her desires, she wishes to be with her partner together in the room. She indicates the absence of fear and prejudice and a changed life. She describes her new relationship as the meaning of life. She believes that in her old age she can do what she wants and enjoys herself watching older couples in love.

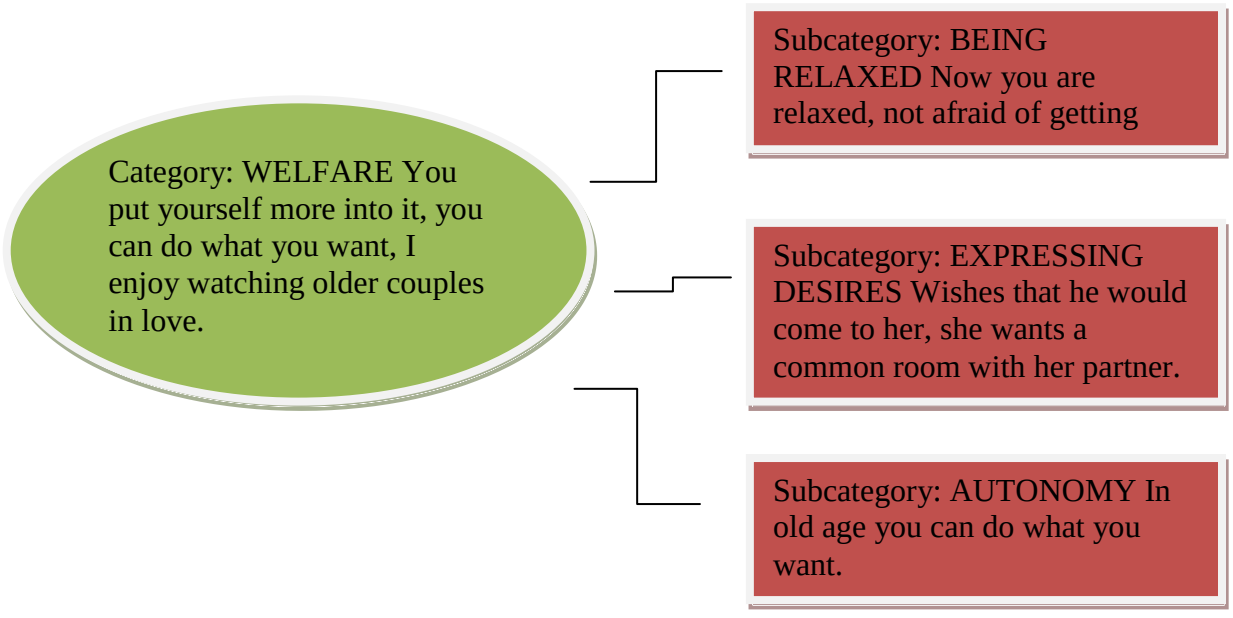

Image 2: Content analysis of answers by resident 2

What do you understand under the term sexuality? "What it means to me... cuddling, touching."
Do you feel a desire to express your sexuality? "I feel a desire for touching, kissing."
Do you express this desire and in what way? "I express it by saying it."
Do you believe there is a positive connection between health, welfare and the expression of sexuality? "Yes, but it's hard to say, I can live without it, but without touch it would be difficult to live."
Do you wish the home for the elderly would support you in expressing desire for sexuality? What kind of support would you wish for? "The home is at the end of the road that leads to nowhere... this..."
What is your sex life like? Do you feel that your sex life has changed over the years or with your accommodation in the home and in what way? "...I had to adapt to my partner, but he was not interested in sex... I believe that a men gets tired of a loyal partner... It does not matter how long is your life together, the important thing is to stay together, lie in the same bed... Conversation is very important, that's the main thing... now that we're not together any more, I miss being close, without sex, more and more..."
How would you describe your feelings when you see an older couple in love? What do you think of people who get remarried in their older age? "I think it's okay. Generally I'm against marriage, because I'm not religious, but living together is okay... I said to my partner that if by miracle I would be young again, I would travel."
Touch is very important to her, without it her life would be hard. She states adapting to one's partner and the importance of living together. She misses being close to her partner more and more. She believes conversation plays an important role. She understands the term sexuality as cuddling, touching.

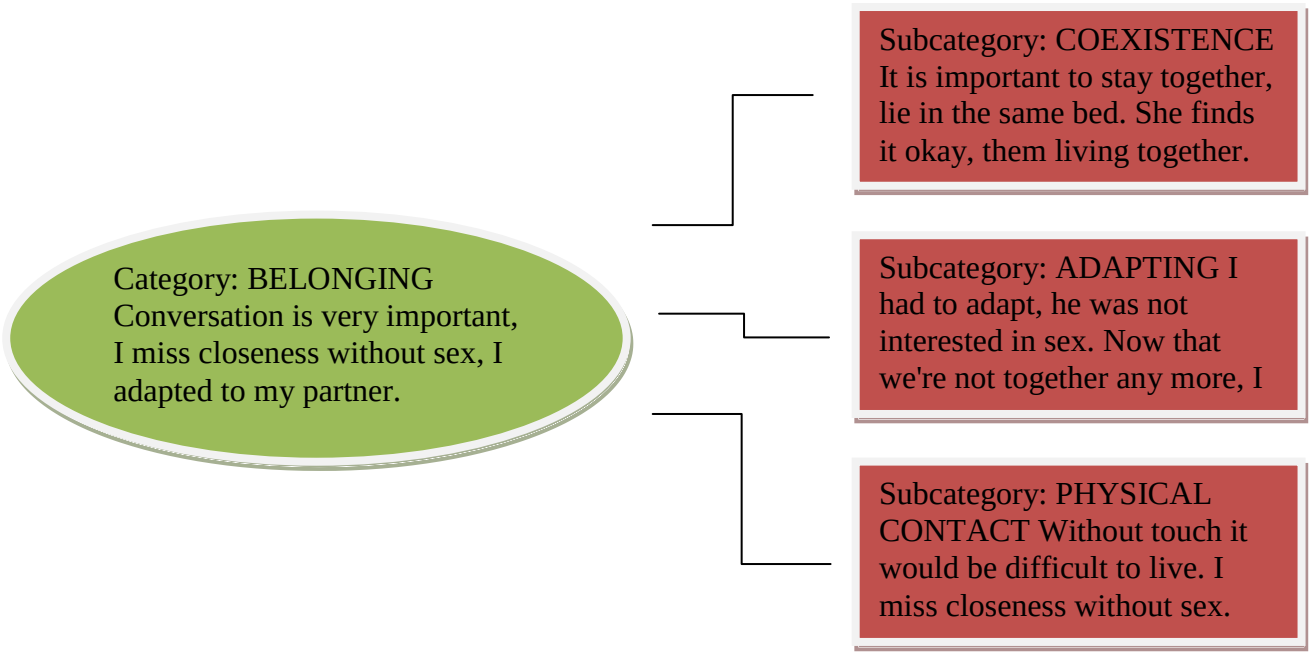

Image 3: Content analysis of answers by resident 3

What do you understand under the term sexuality? "Love, touch, pleasure."
Do you feel a desire to express your sexuality? "Yes I feel it, but it has to be a very attractive person, I would caress her a little and it would quickly be different."
Do you express this desire and in what way? "Oh, yes (laugh)."
Do you believe there is a positive connection between health, welfare and the expression of sexuality? "I'm far from being an expert. I feel so much better, that I'm relaxed, that I fantasize, that I feel attractive and good... now we fantasize more, but it is present."
Do you wish the home for the elderly would support you in expressing desire for sexuality? What kind of support would you wish for? "I want to be understood and that my wishes are taken into account."
What is your sex life like? Do you feel that your sex life has changed over the years or with your accommodation in the home and in what way? "...Over the years, everything has changed. True love isn't there any more, it's more about exploiting each other... I'm a widowed for 20 years, since then I have not had any serious relationships. All is gentle and casual. If love is real, a person doesn't fall in love any more."
How would you describe your feelings when you see an older couple in love? What do you think of people who get remarried in their older age? "My feelings are: Why can't I fall in love this way. However, this is a lottery, even more in old age. In old age people get married out of need, to be served, tidy. With age you can no longer be so much in love, you can not satisfy your partner... but it can be nice."

He understands sexuality as love, touch and pleasure. He states the importance of attractiveness (fantasizes about being attractive), which he connects with youth. He expresses physical dependence of the elderly and that people marry only to be served, tidy. At the same time he desires to fall in love and believes that even if love is true, a person does not fall in love any more.

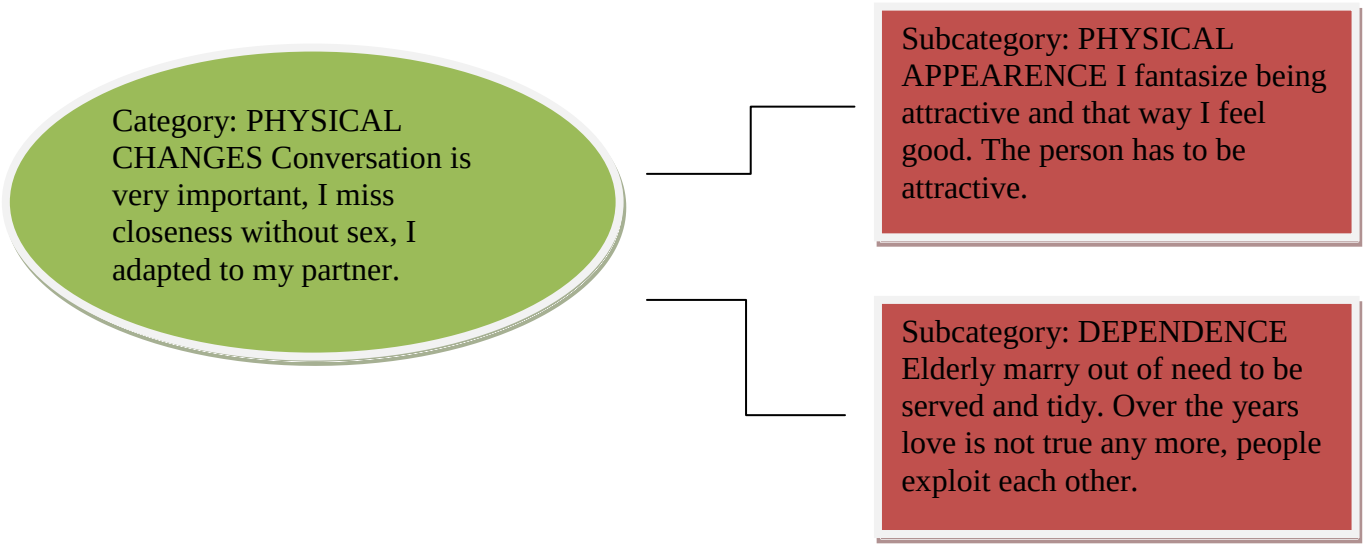

Image 4: Content analysis of answers by resident 4

When analysing the four interviews, I formed 4 categories and 11 subcategories. I received answers to my research questions. I found out that the surveyed elderly understand sexuality as love, touch, pleasure and socializing. They describe emotional component of sexuality and physical component only as touch. In describing sexuality, advantages and obstacles are identified. The interviewees see obstacles in missing conditions for sexuality, such as the possibility of staying in the same room. An obstacle for them are also physical changes, such as changes in outer appearance and dependence, which is due to physical weakness. Positive sides are relaxation, enjoyment and autonomy. Interviewed residents in home for the elderly Viharnik emphasize the importance of coexistence in old age, particularly the coexistence with a loved person.
With the help of my findings, established categories, subcategories, links to the text and by searching for causes and effects, I created a new theoretical concept.
Based on the findings we can create a questionnaire and a quantitative method to gain more information.

4.2 New theoretical concept scheme

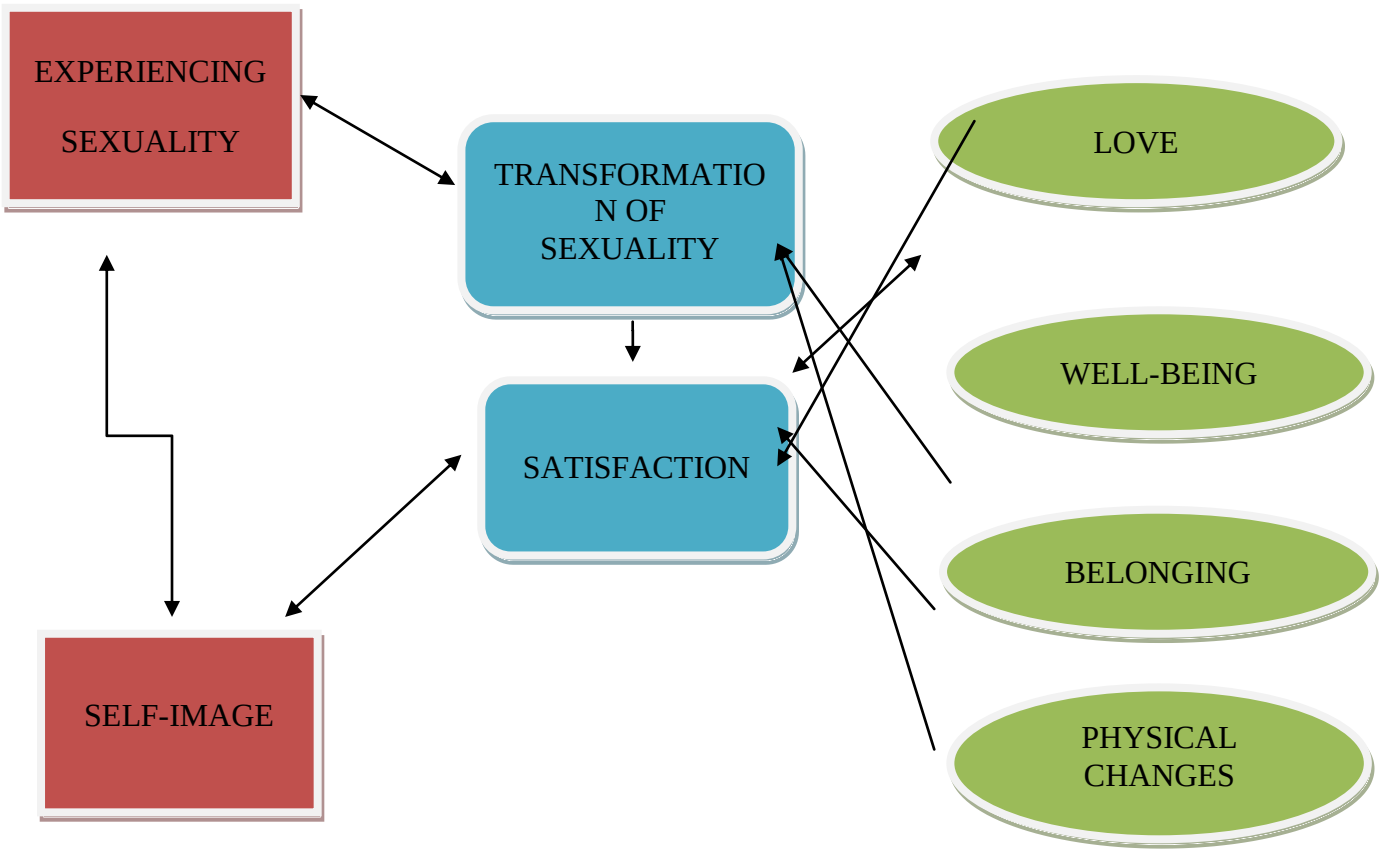

Image 4: Theoretical concept scheme

When designing the new theoretical concept, I derived from the four categories that I have formed by analysing the interviews. Category LOVE is associated with SATISFACTION of the elderly. The elderly, which enjoy themselves, are also more satisfied. The researched residents have cited obstacles (subcategory Limitation), such as the impossibility of staying in the same room. Ensured conditions for expressing intimacy would ensure the satisfaction of the elderly.
The category WELL-BEING is associated with the concept SATISFACTION in both directions. Relaxed elderly are satisfied, the elderly included in the study express being relaxed. The subcategory Autonomy in old age, identified in the survey as doing what you want, also suggests the concept of well-being. The concept SATISFACTION can also be defined by the category BELONGING. The elderly desire coexistence, closeness and physical contact, their realization has an effect on the satisfaction of the elderly.
The category PHYSICAL CHANGES is associated with the concept TRANSFORMATION OF SEXUALITY. Human sexuality changes over the years, participants in the survey indicate that they miss closeness, not actual sex. They describe the importance of conversation and fantasies of being beautiful and attractive. At the same time they state that over the years it is no longer love, but dependency on each other. The category BELONGING is connected with the concept TRANSFORMATION OF SEXUALITY. The elderly included in the study were stating that their partner is no longer interested in sex, they miss only closeness and not sex and that life without touch would be difficult.
The concept TRANSFORMATION OF SEXUALITY is interconnected with the concept SATISFACTION. The elderly on the one hand express sexuality as a touch, a hug, satisfaction and love, on the other as the satisfaction of touching and being touched and being close to their partner.
Satisfaction in love life, well-being, satisfied need for belonging and not being burdened with physical changes all affect the SELF-IMAGE OF THE ELDERLY, which is in conjunction with their sexual experience. The experience of sexuality is interconnected with the concept TRANSFORMATION OF SEXUALITY. Sexual experience of the elderly is different from the experience of sexuality at younger age (emphasis on touch, closeness), which coincides with the transformation of sexuality, manifested by touching, hugging.

5 Conclusion

Sexuality of the residents in the home for the elderly Viharnik is present. The interviewed elderly described it as the relationship between a man and a woman, with emphasis on touch, socializing and love. They specify expectations, as for example intimacy assurance. This could be realized with double rooms, which would enable the seniors to socialize and experience sex life. The interviewed senior residents indicated barriers which limit their sexuality, i.e. the opinion of their children and physical changes. It would be necessary to educate the employees about sexuality of the elderly and make them aware of actual and attributed characteristics of old people. What else could we do to identify and remove obstacles of sexuality among the elderly?

The new theoretical concept of sexuality among the elderly should be tested in practice.

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WOMAN'S VIEW ON SUCCESSFUL OLD AGE

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Abstract

Elderly women outnumber elderly men in Slovenia and throughout Europe. Data shows that many elderly women live in poverty and loneliness. The purpose of the research is to find out what working women think about old age. The aim of the research is to determine what associations elderly women get from words »old age«, what their vision of their future is and what they currently do to improve their old age. Qualitative research was conducted by using semi-structured interview based on collected data by using open-type questions. The findings showed that respondents mostly associate old age with words: illness, grandchildren and recreation. They also idealize old age and are aware, that people should start thinking about successful old age long before it appears. Successful age should be every individual's goal, but it should not be taken for granted. That is why we should start thinking about it as soon as possible.

Keywords: Women, old age, stereotypes, vision, activities.

1 INTRODUCTION

In Europe and in Slovenia the number of elderly women exceeds the number of elderly men. On average, women live longer and often spend the rest of their lives as widows. It is more likely for the women to be subjected to poverty and loneliness than men. According to the latest statistics from the beginning of 2013 there were more than 352.000 or 17.1 % people from almost 2.059.000 of total population in Slovenia that were older than 64 years. Among female population there were 20.2% of persons older than 64 years while among male population there were 13.9% (proportion of elderly men was therefore smaller than the proportion of elderly women). 75% of those aged 85 years or more were female widows (1).

1.1 Elderly women and health

Due to longer life expectancy and greater susceptibility to certain diseases, women are more vulnerable to chronic and degenerative illness, which compromises quality of their lives. The main risk factors that should be considered trough

their mutual relation are high blood pressure, high blood glucose, lack of exercise, smoking, being overweight and obese, high cholesterol and hormonal changes affected by menopause. Below is summarization of the most common diseases that affect elderly women according to European Parliament Report (2):

- Degenerative diseases – bone fractures because of osteoporosis, rheumatoid arthritis and osteoarthritis, stroke, incontinence, and cancer which are more likely to happen to women than men of the same age.
- According to data from International Agency for Research on Cancer the most common types of tumour detected on women are breast cancer (29.7%), cancer of the colon and rectum (13.5%), and lung cancer (7.4%).
- Dementia is common in people older than 65 years (it affects around one in twenty persons after 65 years). Prevalence of this disease is generally higher in elderly women than in men.
- Depression and anxiety are serious forms of mental disorder to which women are more vulnerable than men. WHO estimates that the possibility of this disorder at women in Europe in the age group above 65 years varies between 2% and 15%.

1.2 Elderly women and poverty

The overall risk of poverty rate in Slovenia in 2012 was 13.5%; for elderly people (older than 65 years), however, the risk was at 19.6%. Elderly men in Slovenia had poverty risk at 11.7% which is below Slovenian average; elderly women, however, had poverty risk at 25%. Depending on the type of household, the poverty risk was the highest in a single-person household of a person aged 65 or more years where men had 33.3% poverty risk and women 44% risk (1). Similar results were also obtained by multiple studies (3) which show that almost one in four women above age 65 lives in a single-person household. This is one of the reasons for high poverty risk among elderly women (also compared to men). In the 2005 – 2007 period almost 26% of the women between ages 65 - 74 were relatively poor. Much worse was the situation of those women that lived in single-person households. Two-fifths of those women between ages 55-59 were already living in poverty; between ages 65 – 74 more than half of women living in a single-person household were living in poverty.

1.3 Elderly women and loneliness

It is a known fact that women live longer, therefore there is a fair likely that they will spend remainder of their lives in solitude. This can also be seen from the statistics which show that most women spend remainder of their lives as widows. Losing a partner is a milestone event in life of an elderly woman which is usually followed by loneliness and social isolation. Marital status has a significant impact on quality of life and loneliness of the elderly, because married elderly women have higher quality of life than those who are divorced or widows (4). The other reason for loneliness being highest among elderly is that old people are in contact with a smaller number of people. This sensation among elderly is increasing. This comes from the attitude; they are not as needed as they used to be. Imposing elderly a way of life that they are not used to, is also making them feel lonely. Loneliness is mostly a result of social isolation. This, however, is mostly not even noticed especially by younger generation. Loneliness makes elderly people to stagnate on emotional level, become apathetic, passive, and inactive. Loneliness is often positively associated with depression.

1.4 Discrimination of elderly women

Discrimination towards elderly has generally a negative impact on society and is particularly damaging to women. It is a fact that ageing makes women lose their actual value. Life experiences and knowledge that women collected over a long period are not worth much once they are old. Older women look less valuable, less efficient on market and less visible in society. So called "gerontophobia" is particularly discriminating towards older women because they are consistently valued by their appearance while men are mostly valued by their achievements and wealth (5). Ageism does not affect only elderly, but is causes also unnecessary fear of aging among younger people.

2 METHODS

2.1 Areas of interest

I am interested to see the old age from the perspective of working women's of different age. Above all I am interested in how women visualize the old age, what their vision is and which activities are they currently practicing to make their old age safer and more enjoying.

2.2. Methodology

For a case study, I used:

- Qualitative data collection method based on semi-structured interview. Before start of the interview I wrote down basic information about interviewee: age, level of education, economic activities and marital status. Based on the data from interviewees I wrote down key answers, coded them, and transparently displayed them in labels.
- I merged results from interviews with theoretical data into a logical whole.

2.3 The research pattern

I have selected five interviewees of different age. All of them have an active life. Interviews were conducted individually. Interviewees were ensured anonymity and were named by letters trough the study. Basic characteristics of the respondents are shown in Table 1.

Table 1: Interviewees

Interviewees	**A**	**B**	**C**	**D**	**E**
Age	**20 years**	**30 years**	**40 years**	**50 years**	**60 years**
Education	High school degree	Professional degree	Master's degree	Professional degree	Vocational degree
Work activity	Student	Employee in Public sector	private entrepreneur	Employee in Public sector	Employee in Public sector
Status	Single	Single, has a child	Married, has children	Married, has stepchildren	Married, has children

2.4 Data collection method

In all interviews I have focused on three key issues:

Question 1: ***"Which five associations do you get when you think about old age?"*** Interviewees are asked to name first five associations that they get at words old age.

Question 2: ***"How do you imagine yourself as an old person?"*** With second question I wanted to find out how they see old age. I asked the interviewee to describe me a scene in which she is an old person.

Question 3: ***"What are your current preparations for a successful old age?"***
In the last question I was asking interviewees whether they are already preparing for an old age and if they do, what activities they practice.

2.5 Editing data and analysis

I wrote answers to the first question ***"Which five associations do you get when you think about old age?"*** in a sequence according to statements of interviewees. Then I transparently displayed answers in Table 2. Answers were then classified in *"positive"* and *"negative"* categories and colour-coded so that positive answers are coloured in yellow and negative in grey colour. Answers are interpreted according to my knowledge and experience and on the basis of theoretical principles in literature.

The second question refers to the view of the future ***"How do you imagine yourself as an old person?"*** Interviewees are asked what their vision of the future is and are then asked to describe me a scene where they see themselves in old age. Key answers are then coded and classified into categories according to my knowledge and experience and on the basis of theoretical principles in literature.

With third question ***"What are your current preparations for a successful old age?"*** I am trying to find out how women prepare themselves for the old age. Answers are interpreted according to my knowledge and experience and on the basis of theoretical principles in literature.

3 RESULTS

Answers to the question ***"Which five associations do you get when you think about old age?"*** are listed in Table 2. The answers are listed in the same order as the interviewees have listed them. Then I tried to sort the answers based into *"positive"* and *"negative"* categories so that positive answers are marked in yellow and negative answers in grey colour. In the following I interpret the answers of individual interviewee.

Table 2: Old age associations

A **20 YEARS**	**B** **30 YEARS**	**C** **40 YEARS**	**D** **50 YEARS**	**E** **60 YEARS**
CLUMSINESS	REST	GRANDCHILDREN	FEAR	PENSION
UNWIELDINESS	ILLNESS	MORE TIME FOR RECREATION	BOOKS	ILLNESS

POWERLESSNESS	TIRENESS	BOOKS	WALKS (RECREATION)	ABSENCE OF JOB
FORGETFULNESS	LIFELESSNESS	EDUCATION (FOREIGN LANGUAGES)	GRANDCHILDREN	TRAVELS
ALIENATION	REGRET	ILLNESS	ILLNESS, INJURIES	MORNING RESTS

Interviewee A's choice of keywords shows us a lot. We could say that she expectantly chose five *"facts"* of old age, which were obviously picked up because of inexperience, general thinking and made under implicit schemes which are in our heads. It is clear that young people have a pretty stereotypical perception of the old age; they see it as something negative and related to problems. Young people are different at experiencing perception of aging because they cannot yet identify themselves with it. For them, old person is *"someone else"*, while old age is unclear *"threat"* far in the future. Judging from a choice of keywords, we can say that this is a very negative comprehension of old age. From that we can say that old age is a threat, something we do not want. *"Clumsiness*" and *"unwieldiness"* might be connected. Both can be a result of individual's physical inabilities. However that should not be an obstacle for a successful old age because activities can adjust to old individual's needs and abilities. *"Powerlessness"* can be associated to physical weakness but can also mean person's inability to have an influence on changes and decisions, which may be decided by someone else in his/her name. *"Alienation"* can be consequence of individual's separation from colleagues and friends that were part of their active life. It could happen because of separation from family, especially the children, who do not need them to the same extend as they used to, or have their own families. Alienation from the home environment happens when old person lives in a nursing home. Alienation can also happen in a nursing home when person fails to fit in and communicate with other inmates. *"Forgetfulness"* can also happen to younger people from various reasons. It can be exhaustion, tiredness, and inability to focus. It is similar in the old age. However, forgetfulness is a property, usually attributed to elderly. Forgetfulness is a part of old age with tending decline in cognitive functions and certain diseases.

Besides choice of keywords of interviewee B we should also give attention to her order of keywords. Similar to interviewee A, she also chose negative associations. However, as a first word she chose *"rest"*. Interviewee B is a working mother who probably feels the need to rest occasionally and she will be able to do that in old age. This is the only positive association among Interviewee B's keywords. There is also association of "disease", which is, stereotypically speaking on of the most common properties of elderly. *"Tiredness"* can be interpreted in different ways. There is tiredness from active life (job, family) and tiredness as a consequence of lower physical abilities in old age. Last two words can be merged. *"Lifelessness"* as in "Nothing new is going to happen in my life, all is lost, my best years are behind me" and *"Regret",* because a lot of opportunities were lost in the past and once you are old, *"All is lost"*. Regret can refer to the past, as sadness for something that happened in the past, for lost opportunities while on the other hand it can refer to a new life era as last chapter of life that leads to the end. Studies have shown that the retrospective regret, that means the regret the individual has while remembering his life course, mostly the things he did not do. The researchers interpreted this with timeline of regretting in which we regret things we did on the short term while things we did not do, we regret on longer term (6).

Much more positive associations are given by interviewee C (40 years old). Again we have to give special attention to order in which she listed her keywords. Interviewee C has listed positive associations first, only her last keyword was negative association – *"illness*". *"Grandchildren"* are one of the most beautiful "elements" of old age. Women generally start talking about grandchildren in their relatively early ages. In this case, a 40 years old woman is thinking about them and has put them on first place in her list of associations. Next selection which appeared in second place can be divided on *"time"* and *"recreation"*. We get more both of them. Obviously more than now when time is always a scarce and we always have to select more time for our activities while there is little or no time for recreation left. Recreation can also be linked to need for moving in the old age and with it, greater physical and mental strength. Recreation certainly reduces the risk of getting diseases and injuries. *"Books"* are saved for when we have time. Interviewee C also plans to *"learn languages"* once she gets old. Book reading and educating seem to be needs which she can not include in her every day. She is looking forward to do those activities in the old age. In fact she looks forward to her old age as period when she will have enough time and plans to *"live"* active old age.

While listing associations of old age, interviewee D (50 years old) was the first one to mention word *"fear"*. Interviewee is 50 years old and is already approaching the new era, which assumingly brings her the feeling of something new and unknown, something she does not know yet. Next three associations are positive and show us that interviewee sees old age as active period. Similar to the previous interviewee, she listed books, walks (recreation) and grandchildren. There is a re – occurrence of words *"illness"* and *"injuries"* but only on fifth, last place. Interviewee is in period when she already feels the decline of physical capabilities and is aware of a fact that women are more prone to injuries than men. Between two negative associations, she listed three positive ones, similar to interviewee C, books, walks, and

grandchildren. The need to read books and lack of time for reading seems to be a problem of active women. Or it could be just continuation of this activity into old age. *"Walks"* can be interpreted as recreation for better physical condition, or it is just an excuse for chance to hang out with her peers. It is probably both.

Interviewee E (60 years old) is already in the transition to a new stage of life. First thing she thought of was the *"pension".* That is probably because she is wondering if she will be able to provide herself the same standard of living. Another problem of the old age is poverty, which probably will not happen to the interviewee. However pension usually does not provide same level of standard as people in working years could afford. So retired people are faced with change of life standard, prioritization and cost reduction. It is hard to decide whether pension is a good or a bad association of old age. If the pension is high enough to suffice interviewee's needs, this is a positive association, but if she is worried how she will survive with her pension, then that is definitely a negative association. *"Illness"* is a negative association of Interviewee E as well. In the last part of life it is a common companion of the elderly. However Interviewee E sees old age as a pleasant experience *"without having to go to job",* which means that she does not have to follow her daily routine and obligations any more, there is no more adapting life to job obligations, no more getting up early, there is finally time for *"morning rests*", the last association which can be simplified into *"rest"*. Interviewee E sees old age as a period when there is enough time for traveling and getting new experiences.

With second question ***"In what role you see yourself in old age?"*** I asked interviewees to imagine themselves in old age and describe a scene in which they see themselves as old persons. The answers are in the following Table 3. Key parts of text were coded and then collected in various categories. (Table 3)

INTERVIEWEE A'S SCENE (20 YEARS OLD):
"I'm hanging out with inmates in a nursery home."
We can understand scene of the youngest interviewee in both positive and negative projection. Interviewee A does not have the experience of having family so she does not feel any need to take care of others. She sees herself in the nursing home where she is hanging out with other inmates. Certainly one has to ask what her projection was based on, on what experiences and influences. It is questionable however, if nursing home is what elderly people wish for, it is more a need and a last resort escape, on the other hand however it can be appropriate choice when you become unable to take care of yourself, when you have no family or social network. Inmates in nursing homes live a social life, participate in numerous activities and have appropriate nursing care when it is needed.

INTERVIEWEE B'S SCENE (30 YEARS OLD):
"It is Christmas. I'm surrounded by my family and possible grandchildren in front of Christmas tree. We celebrate the greatest family holiday."

From her answer it is possible to conclude that interviewee wants to spend her old age at home, surrounded by her family and grandchildren. Christmas scene certainly suggests warmth, intimacy, positive vibrations and expectation.

INTERVIEWEE C'S SCENE (40 YEARS OLD):
"I see myself home, together with my grandchildren. I'm preparing lunch."
Interviewee C sees herself in traditional grandma role, at home in kitchen, with grandchildren, preparing lunch. Taking care of family seems to still be a priority of elderly people. Elderly people can still make an important contribution to young families in terms of taking care for grandchildren. This has double positive effects, on one hand it makes old person feel happy because he gets sense of being valuable, relevance and reduce loneliness, on the other hand it makes life of a young family easier.

INTERVIEWEE D'S SCENE (50 YEARS OLD):
"I see myself with my husband in a home that we created, not to hurry, we go for a trip through Slovenia… Breakfast, visiting a market, a walk" In few moments it turns into the late period of life. *"In old age I see myself living in a nursery home, in individual room with a balcony, TV, and a lot of time for reading."*

Enjoying fruits of active life is definitely a wish of every elderly person. During the active life we can create a lot but often we have no time to enjoy it. Interviewee mentioned "no rush". Old age period offers this option because there is no more working pace and daily routines as in active life before. She can devote herself to her partner, working around house, and small rituals such as "breakfast" which was at the time of active life more a wish than reality in everyday pace. Traveling is certainly a wish whether there is a possibility for such activity. Besides financial aspects there are aspects of physical capabilities and limitations of an individual that make wish of traveling come true. Interviewee has further defined traveling "trough Slovenia". Probably because of reasons defined earlier. Shorter traveling, because they are adapted to the physical abilities, not far from home, with good health coverage, and probably cheaper as well. Interviewee D is also looking into her old age. Her view of this period is pretty rational. She sees herself in a nursing

home. She further mentions "*individual room with a balcony*". She probably predicts that she will spent rest of her days alone. This desire for individuality can also mean that she might be keeping distance to other inmates, that nursing home is not her ideal choice of living, but more a solution. But as most interviewees she expects to have more time to read and go for walks in the old age.

INTERVIEWEE E'S SCENE (60 YEARS OLD):
"I sleep a bit longer in the morning, then get up, read a newspaper, prepare lunch, anticipate visits from children and grandchildren, read books and watch television late at night."

Interviewee E's projection of life in the old age is focused on every day activities, only on a slower pace. Morning rest and reading a newspaper is certainly a privilege that most active working individuals wish for. Other activities are focused on taking care of family and grandchildren, and also for reading books and watching television.

Table 3: How do you see yourself as an old person?

HOW DO YOU SEE YOURSELF AS AN OLD PERSON?

	CODE	SUBCATEGORY	CATEGORY
01	*"Christmas scene, surrounded by family" (B)*	BELONGING	
02	*"…enjoying with my husband at home…" (D)*		
03	*"…I see myself home…" (C)*	SECURITY	IDEALIZATION OF OLD AGE
04	*"Expecting a visit from children and grandchildren" (E)*	EXPECTATION	
05	*"…maybe with grandchildren." (B)*	WISH	
06	*"…with my grandchildren" (C)*	HAPPINESS	
07	*"…preparing lunch" (C)*		
08	*"…cook lunch" (E)*	TAKING CARE OF FAMILY	FEELING VALUABLE
09	*"…no rush" (D)*	ADAPTATION	
10	*"Morning rest, … read a newspaper…" (E)*	CASUALNESS	
11	*"Trip, visiting market, a walk" (D)*	RELAXATION	
12	*"Hanging out with inmates in nursing home." (A)*	REALITY	CHANGE OF LIFESTYLE
13	*"In late old age I see myself in a nursing home…" (D)*		
14	*"… in an individual room" (D)*	EXPECTING A LOSS	
15	*"Time to read books" (D)*	SATISFACTION	
16	*"I read books,... watching television" (E)*	RELAXATION	OCCUPATION

In the following text are answers to the third question ***"What are your current preparations for a successful old age?"***

Interviewee A (20 years old) is the youngest interviewee and to the question: "What are your current preparations for a successful old age?" she answered: "*I'm not thinking about old age because it just does not seem important to me right now.*" It is hard to know for certain when we should start thinking about old age. In any case, we should start as soon as possible. Proper attitude towards aging and old people should be included in the education of children. Active thinking about old age should begin before or when young person starts working and making his income. Such thinking is certainly a result of inexperience, evading problems, and "difficult situations". Old age is not something that young people would happily anticipate. "Not thinking about old age" is also reflection of impact of environment and social attitude towards old age.

Interviewee B (30 years old) answered: *"I already pay rent for the future"* and *"I will buy an apartment so I will have somewhere to live."* Both are definitely investments for old age. It is certainly correct and mature decision of the 30 year-old. However she said at the end: *"although, generally I do not think about it much."* The answer is fairly neutral, we do not know for certain what she is thinking about. Is it about old age? Is it about saving money? Or is it about preparation on old age? This sentence sounds quite negative. This can also be interpreted differently, that she must be thinking *"about it"* if we look at rational decisions she already made at age 30.

Interviewee C (40 years old) also said that she is saving money, and at the same time tries to take good care of her health as much as her life tempo allows her *"...I like walking in the mountains, on trips, I would like to travel, eat healthy, to live..."*. All of that seemed important to her because she wants to be as healthy and vital as possible in old age and she stated: *"All of this I do from prevention."*

Interviewee D (50 years old) was the first one to point out saving: "*I am saving money into second pillar or how they call it…"* Other than that, she also tries to recreate as much as possible similar to previous interviewee, "*I am riding bicycle, going for walks, and solving crosswords"* so that she keeps herself physically and mentally fit. Also, *"positive thinking about future"* seems very important to her. She does not rely on state and society to help her once she is old, as she stated: *"I only rely on myself, because it is impossible to count help from society in current conditions."*

Interviewee E pointed out *"working around house"*. While in active period it is very important that we think about functionality of rooms and ergonomic adaptations for old age. Adapting our living space is a good investment and an important preparation for old age. Similar to interviewees before her, she is also saving *money "Some money has to be put aside, to afford some luxury. "* We know that our living standard lowers once we retire and pension usually does not fill all our needs. If we want to have living standard close to the one we had during active life, we need to start saving money much before retirement. She also tries to physically prepare herself as much as possible, as she said: *"Recreation for healthy old age"*. She stated that maintain healthy mind seems very important to her. *"I am solving crosswords, mind games, reading books, all this to prevent dementia."*

Answers to third question ***"What are your current preparations for a successful old age?"*** are a reflection of the current situation in society. All interviewees, except first one, which does not think about old age yet, are aware of the fact that it is important to think about old age as soon as possible. Statistical data shows that most poverty can be found among elderly people and older women are much more vulnerable to it. They live longer, have smaller pensions and often spend last part of life alone.

Table 4: Activities for successful old age
ACTIVITIES FOR SUCCESSFUL OLD AGE

	CODE	SUBCATEGORY	CATEGORY
01	*"I am not thinking about old age because it just doesn't seem important to me right now." (A)*	INDIFFERENCE	UNCONCERNED ABOUT OLD AGE
02	*"Although, generally I do not think about it much." (B)*	MOVING AWAY	
03	*"I already pay rent for the future" (B)*	DECISION	
04	*"I am saving…" (C)*	ACTIVITIES	MATERIAL SAFETY
05	*"I am saving money into second pillar or how they call it…" (D)*		
06	*"I only rely on myself, because it is impossible to count help from society in current conditions." (D)*	NOT ANTICIPATING ANY HELP	
07	*"Some money has to be put aside, to afford some luxury. " (E)*	A NEED	
08	*"I like walking in the mountains, going on a trip, I would like to travel, eat healthy, to live..." (C)*	ACTIVITIES	CONCERN ABOUT PHYSICAL HEALTH
09	*"I am riding bicycle, going for walks…" (D)*		
10	*"All of this I do from prevention." (C)*	PREVENTION	
11	*"Recreation for healthy old age" (E)*		

12	*"…and solving crosswords" (D)*	ENTERTAINMENT	
13	*"I am solving crosswords, mind games, reading books, all this to prevent dementia." (E)*	PREVENTION	TAKING CARE OF MENTAL HEALTH
14	*"…positive thinking about future" (D)*	OPTIMISM	POSITIVE LOOK ON TO OLD AGE
15	*"I will buy an apartment so I will have somewhere to live." (B)*	LOOKING TO THE FUTURE	REGULATION OF LIVING
16	*"…working around house". (E)*	ADAPTATION	CONDITIONS

4 DISCUSSIONS

Retirement of a hard working individual is definitely the most important milestone in his life. Anticipating the retirement may be associated with positive or negative associations. Which ones will prevail depends from individual's perception of old age, his desire to continue with his career, needs for new experiences, or he might just accept the situation. In their new life period many see chance for new activities, occupations and departure from daily routines and are generally happy about retirement. They want to rest, change their activities, and use time for everything they were not able to do during their active life. Activities are later often focused mainly on home environment. Taking care of home, grandchildren and partner are most common occupations of most retired people. However that does not mean that they do not have any significant desires or needs. Being retired also brings lesser income into family budget. Many are afraid of retirement because of social (in) security. It is a fact that seniors are often subjected to deprivation and poverty. Many of them must adapt their needs to retirement and often reduce them to a minimum.

Interviewees have different perception of old age. Some of them have positive associations, others have negative associations. I have found out that younger women (20 and 30 years old) associate old age with negative feelings, while interviewees aged 40 – 60 years have more positive perception of old age. The reasons why young women have negative perceive old age in such a negative manner (7) might also be because old people are still viewed as fragile, weak, asexual, even funny beings that are not able to adapt to new times. But new times also bring some new understandings of old age, which are not necessarily negative. Old age is still seen as taboo in our society, because most people do not want to face the future during active life. They see it as something that is not their business. They are generally aware about that part it is a part of life, they just do not see themselves in it. Not being bothered by old age is a typical reaction of active people. Of course, such view of old age leads to indifference towards everything that is associated with old age. In modern society old age is not a privilege because of old age stereotypes that are deep-rooted. Old age stereotypes are usually boosted by seeing sick and weak old people that present burden for their relatives or feel alone in their homes or nursing homes. The cult of being young is an ideal of modern society which expresses itself through youth, health, beauty and strength. Every active individual tends to this ideal which he tries to cling to for any price. It is logical that he would try to deny the inevitable, that he will not be young forever. Denying is some kind of defensive reaction against "terrible" danger. Avoiding the thinking about old age is mostly guided by feeling of intense fear, especially fear of dying and thus we try to distance ourselves from thinking about death. Or attitude towards aging is affected by many factors. Fear of aging is mainly a consequence of negative perception of aging, fear of losing physical function and knowledge. We often perceive old people as those whose appearance and characteristics inspire negative senses.

Based on the interview results we can say that interviewees idealize old age. In the answers it is possible to notice warmth, calmness and intimacy of home environment. It was also clear from the answers that interviewees wish to stay at home with their family once they get into old age. The older people are the more often they will live together with son's or daughter's family. The number of such cases of old people and their families living under the same house, rises after 85 years (8). It is interesting and especially positive that in their visions, none of the interviewees saw any negative aspect of old age. In their visions there is no illness, no loneliness, no shortages, and no loss of partner. They anticipate old age as period that brings something beautiful. From answers it is evident that they idealize old age. They see themselves surrounded by people closest to them. Taking care of children is still an issue, however their kids are now replaced by their grandchildren. Their role of taking care of family which they already "play" will be transferred into old age. This will somehow ensure their central role, in now extended family. What stays, will be a sense of importance and indispensability. They also leave chance for active old age, to recreate, read books and rest.

Physical and mental fitness are necessities for active old age. In the research of meaningful occupations of elderly people they were researching involvement of older people in certain activities and found out that most of them connected the occupations with health and feelings of health which further supports thesis that involvement in meaningful occupations affects health and well-being of an individual (9). The goal is to enter the old age mentally and physically fit with goals that will maintain this state as long as possible. There is certainly a link between physical activity and maintaining cognitive function (10). Lately education and "mental activity" seem to prove effective against dementia. It is recommended to work into late old age, especially on cognitive area, with learning, mentally solving problems and psychic activity. In prevention of dementia, social activity proved to be effective as well (10). Interviewees are saving so

they will be able to provide themselves a decent life or some luxury if possible. Savings in banks and pension pillars seem to still be enough reliable and safe investments. Retirement has to be carefully planned early because it is necessary to save money in order to guarantee financially independent retirement and maintaining the same lifestyle (11). Thinking about old age starts very early, although most are not even aware of it. An individual has to set this goal early enough, preferably at the start of employment, between age 25 and 30 (11). Individual's material assets provide him with extra safety and possibility of maintaining lifestyle that will keep making him happy and safe in the old age. Interviewees stated that reading books, solving mind games will keep them from dementia and as stated by one of them, positive look on the old age. They seem to take preparations for old age seriously and responsibly. They do not expect help from the state; at least none of them mentioned that, they are aware that they themselves are responsible for their successful old age.

5 CONCLUSIONS

Successful old age is mainly a result of individual's decisions during his active life, such as maintaining good health, prevention from diseases and injuries, and saving money for old age. Above all it is important to anticipate old age with positive attitude. Knowing that we ourselves are responsible for our lives, later also quality of our old age, is an invaluable investment for individuals and for society. It is important to start saving in this "pillar" as soon as possible. It is best when individual gets employed. At the same time it is a social responsibility to maintain such living conditions that active people may afford it.

The study was limited to just five women that are employed; they live in relatively good conditions, are educated and live orderly life. With the study we got an insight on how women in active age perceive old age, what age they expect themselves and what they do for successful old age. We found out that older women (40-60 years old) see old age in more positive way than younger women (20-30 years old), their preparations are more intensive as well. Based on the answers of the case we can start to think on how to present old age to younger people and how to motivate them to start actively preparing themselves for a long and prosperous old age.

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HOUSING AS A FACTOR IN THE ELDERLY QUALITY OF LIFE

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Abstract
Housing is an important factor of improvement in welfare and quality of life of the elderly. Housing became the primary concern of the elderly, for they wish to stay in a well-known environment as long as possible. In the elderly, an often observed fact is that despite inadequate life conditions in housing, subjective assessment of life remains positive.
The data on housing and residential property of the elderly for Slovenia and Croatia for year 2012 are obtained from the database of the European Quality of Life Survey (EQLS 2012), descriptively analyzed, and reciprocally compared with each other. Among the different fields of quality of life, the elderly in Slovenia and Croatia are satisfied with housing most of all. The share of housing ownership among the elderly is incredibly high in the two countries. The elderly in Croatia are facing housing problems to a greater extent, while Slovenian elderly are to a greater extent confronted with problems of accessibility to different public services. Neither Slovenian nor Croatian elderly believe they would have to move out of their apartments in the near future because of inability to afford them any longer. In a time of rapid social and economic changes, elderly housing becomes all the more important factor of welfare on the individual level as well as on the societal level.

Keywords: elderly, housing, housing property, housing problems, quality of life

UVOD

Demografske promjene su uzrokovale porast udjela starijih ljudi u cjelini populacije i poboljšavaju očekivanu životnu dob. Starenje modrenog društva je dio globalnog razvoja cijele Europe. U društvu u kojem ljudi duže žive, potrebno je posebnu pozornost posvetiti pitanjima povezanim uz kvalitetu života u starosti. Uz konstantno povećanje udjela starijih ljudi također se mijenja struktura stanovništva. Stariji ljudi postat će važna društvena skupina, kojoj će biti posvećena veća pažnja. Otišla su vremena kad su ljudi živjeli u više generacijskim porodicama i stariji ljudi imali su druge, koji su im pomagali u starosti. Danas stariji ljudi često ostaju sami u svojim stanovima, žele biti neovisni i samostalni te ostati u stanu u kojem žive što duže mogu. U dobi starosti je bitno smanjenje vitalnih funkcija, stariji često razbole, postaju slabiji, tako da im stan postane važniji nego ikad. Mnogi stariji ljudi boje se starosti i posljedica koje starost donosi, tako često ostaju u stanu i ako stan nema najboljih uvjeta za kvalitetan život u starosti.
Jedan od čimbenika koji utječu na kvalitetu života u starosti je stan. Stan je povijesno uvijek predstavljen kao važan životni element, tako na simbolički i stvarni razini. Stan je pojedinca zaštitio od raznih prijetnji, sprečavao anksioznost, dao mu utočište i mjesto gdje su se održavale bitne životne aktivnosti te utjecao na njegovo stanje, dobrobit i djelovanje. Stanu se može pripisati prostornu i vremensku komponentu, jer stan predstavlja prostor kojeg ljudi koriste tijekom svog života. Sve navedeno možemo kod stana pratiti i u današnje doba. Važnost ostaje ista, promjena je se samo na fizičkom obliku. Stariji ljudi se zbog emocionalnih, mentalnih i ekonomskih razloga, ne žele preseliti, kao što je navedeno od strane brojnih studija. U svom stanu kojem pripadaju, žele ostati do kraja svoga života, odnosno što dulje je moguće. Često tek drugi primijete da stariji ljudi žive u za njih neprikladnom stanu, tako u fizičkom, socijalnom i ekonomskom smislu. Zbog toga važno je kako stan utiče na njihov život i njihovo djelovanje. Znajući važnost utjecajnih čimbenika je važno za sve, a osobito za starije ljudi i one koji su uključeni u njihove živote.
Namjena ovog rada je obrađivanje stana starijih ljudi kao faktora kvalitete života u Sloveniji i Hrvatskoj. Rad se sastoji iz dva dijela. U prvome djelu rada je dat teoretski okvir o kvaliteti života i stanu kao faktoru koji u utiče na kvalitetu života starijih ljudi. U drugom dijelu rada predstavljena je metoda, slijedi analiza podataka o stambeni situaciji starijih ljudi u Sloveniji i Hrvatskoj. Analiza je izgrađena na temelju podataka iz europskog istraživanja Ispitivanje kvalitete života u Evropi (European Quality of Life Survey - EQLS).
Živimo u turbulentnim vremenima globalnih promjena, kada je potrebno u prvi plan postaviti ključna pitanja o kvaliteti života starijih ljudi kao odgovor na adekvatne paradigme i promjene društvenog pogleda na tu problematiku (Ovsenik i Ambrož, 2010).

Kvaliteta života

Kvaliteta života je rezultat sistema blagostanja i daje okvir kojim mjerimo i proučavamo blagostanje pojedinca, kako pojedinci žive svoj život, kakvi su njihovi resursi i prilike i kako pojedinci na njih odgovaraju (Mandič i Filipović Hrast, 2011). Na kvalitetu života utječe dohodak, obrazovanje, pristup materijalnim resursima, zdravlje, porodični život i društveni odnosi (Böhnke, 2005). Kvaliteta života u starosti ovisi od materijalnih resursa, fizičkog zdravlja i funkcionalnih sposobnosti, pristupa institucijama (psihosocijalnih i zdravstvenih) kao i od obiteljske-rodbinske mreže i mreže podrške (Rener, 1997). Nedostatak mreža podrške starijih ljudi dovodi do lošijeg kvaliteta života (Melchiorre et al., 2013).
Bitni su socijalni i osobni resursi, samokontrola, samostalnost i neovisnost starih ljudi (Baltes i Baltes, 1990), bavljenje hobijima, funkcionalne sposobnosti, društvena uloga kao i financijska situacija (Zahavi i Bowling, 2004).

Da li će percepcija starijih o njihovom kvalitetu života biti pozitivna zavisi od objektivnih faktora kao i od subjektivne percepcije starijih ljudi u vezi kvalitete života (Xavier, Ferraz, Marc, Escosteguy i Moriguchi, 2003).
Starenje je potrebno naučiti i kako kažu Ovsenik i Lipič (2011), proces starenja je složena igra gena i stila života koji utječu na poboljšanje procesa starenja. Samo adekvatan proces starenja može u punoj mjeri uticati na kvalitetu života starijih ljudi i njihovo jače blagostanje.

Stan kako faktor kvalitete života
Jedan od bitnih životnih čimbenika je stan, koji ljudima daju utočište i mjesto gdje obavljaju bitne životne aktivnosti, te utječe na njihovo blagostanje, osjećanje i djelovanje.
Ljudi za opstanak trebaju sklonište i stoga već tisućama godina grade skloništa za sebe i svoje porodice i skloništa su postala simbol naše čovječnosti (Birdwell-Pheasant i Lawrence-Zuniga, 1999). U domu ljudi provode puno vremena svog života, tako da je bitno gdje i kako žive, što utječe na njihov društveni status, fizičko zdravlje i blagostanje. Dom je temeljni element ljudske socijalizacije u svet (Cieraad, 1999).
Ljudi doživljavaju svoj stan kao dom, siguran krov nad glavom, mjesto gdje se može uživati u privatnosti, družiti sa porodicom i prijateljima. Stan ima jedinstveno mjesto u ljudskom životu, te je odraz želja, nade, potreba i statusa pojedinaca (Toussaint, 2011).
Mandič (2011) pojašnjava da stan, kao čimbenik blagostanja starijih ljudi značajno utječe na kvalitetu života i blagostanja. Stan kao faktor blagostanja starijih ljudi ima puno aspekta: stambena neovisnost starijih ljudi, imovina, socijalna skrb, status, simboličko značenje, uključujući sa ostavštinu i ostalim vrstama međugeneracijskih prijenosa. Kohli (1999) navodi kako se starija populacija zbog osobnih, mentalnih i ekonomskih razloga ne voli seliti i da bi stariji ljudi radije ostali u svom stanu do kraja svog života ili barem toliko dugo koliko im to prilike dopuštaju. Stan je postao primarna briga starijih je oni žele ostati što duže u poznatom okruženju. Kod starijih je često otkrivena činjenica da unatoč neadekvatnim životnim uvjetima njihova subjektivna procjena života ostaje pozitivna (Kohli, Kunemmund i Zahle, 2005).

METODA
Istraživanje, čiji rezultati predstavljeni u ovom radu, temeljeno je na kvantitativnom pristupu. Za empirijski dio ovog rada o stanu starijih ljudi upotrjebljeni su podaci iz baze podataka evropskog istraživanja Ispitivanje kvalitete života u Evropi (European Quality of Life Survey - EQLS), koje je uspješno izvedeno istraživanje u cijeloj Europskoj uniji i predstavlja bitan izvor informacija, koje osvjetljavaju socijalne i privredne karakteristike Evropske unije (Anderson, Mikulić, Vermeylen, Lyly-Yrjanainen i Zigante, 2009; Anderson, Dubois, Leoncikas i Sandor, 2012; EQLS, 2012b). Istraživanje EQLS je bilo prvi put izvedeno 2003. godine, zatim 2007. godine i zadnji put 2012. godine.
Istraživanje EQLS 2012 je poticalo od septembra 2011 do februara 2012 i bilo je izvedeno u 27 država Evropske unije kao i u sedam država kandidatima i pristupnicima (Hrvatska, Island, Makedonija, Crna Gora, Kosovo, Srbija i Turska) (Eurofond, 2013).
U istraživanju EQLS 2012 anketiranih je bilo 43.636 ljudi starijih od 18 godina. U Sloveniji uzorak je iznosio 1008 anketiranih, od toga 270 anketiranih starijih od 65 godina. U Hrvatskoj uzorak je iznosio 1002 anketirana, od toga 265 anketiranih starijih od 65 godina. U analizi podataka u nastavku rada se tretiraju samo podaci, koji se odnose na anketirane starije od 65 godina.
U upitniku istraživanja EQLS 2012 (EQLS, 2012c) tretirana su različita područja kvaliteta života i zato shodno tome obrađivana sa ograničenim brojem varijabla, a koje unatoč tome daju uvid u obrađivanu problematiku.

REZULTATI I DISKUSIJA
U nastavku je predstavljena analiza podataka starijih ljudi u Sloveniji (SI 65+) i Hrvatskoj (HR 65+) iz EQLS 2012 sa područja: zadovoljstvo sa aspektima kvalitete života, vlasništvo stana, problemi sa stanom, veličina stana, vjerojatnost iseljenja iz stana, problemi sa pristupom do javnih usluga i problemi u susjedstvu.

Tablica 1: Područja stana starijih ljudi u Sloveniji i Hrvatskoj 2012. godine

PODRUČJA		SI 65+	HR 65+
ZADOVOLJSTVO SA ASPEKTIMA KVALITETE ŽIVOTA Ocjena 1-10	obrazovanje	6,4	7,1
	životni standard	6,1	6,2
	smještaj	7,8	7,9
	obiteljski život	7,4	7,6
	zdravlje	5,6	5,7
	društveni život	6,6	6,0
	ekonomska situacija u državi	3,1	2,9

VLASNIŠTVO (%)	privatno vlasništvo	96,9	92,2
PROBLEMI S STANOM (%)	trulež	12,7	21,4
	vlažnost	16,5	22,1
	nedostatak unutrašnjeg zahoda	1,2	3,5
	nedostatak kade ili tuša	0,7	4,3
	nedostatak vanjskog prostora	3,0	6,4
	nedostatak prostora	2,1	8,1
VELIČINA	prosječni broj soba na osobo	1,8	1,6
ISELJENJE IZ STANA (%)	da	2,2	0,7
	ne	97,8	99,3
PROBLEMI SA PRISTUPOM DO JAVNIH USLUGA (%)	poštanske usluge	15,8	17,2
	bankovne usluge	35,6	20,0
	javni prijevoz	36,5	17,6
	kino, kazalište, kulturni centar	45,7	34,3
	zelene i rekreacijske površine	18,2	10,9
VELIKI PROBLEMI U SUSJEDSTVU (%)	buka	18,2	35,8
	kvaliteta zraka	20,2	25,2
	kakvoća vode za piće	8,5	16,8
	kriminal, nasilje ali vandalizam	14,4	17,3
	onečišćenje smećem	13,0	20,5
	gužva u prometu	12,4	37,3

Izvor: EQLS 2012

Zadovoljstvo s smještajem

U istraživanju EQLS 2012 su pomoću pitanja Q40 (EQLS, 2012c) anketirane pitali za ocjenu zadovoljstva sa različitih aspekta života; obrazovanje, sadašnji životni standard, smještaj, obiteljski život, zdravlje, društveni život i ekonomska situacija u državi. Anketirani su svako područje ocjenjivali na skali od 1 do 10, na kojoj ocjena 1 znači »vrlo nezadovoljan« i ocjena 10 »jako zadovoljan«.

Iz Tablice 1 možemo vidjeti, da su stan, kao faktor kvaliteta života, stariji ljudi u Sloveniji ocijenili ocjenom 7,8, a u Hrvatskoj ocjenom 7,9. Utvrđena razlika iznosi 0,1, što znači da su hrvatski stariji ljudi svoje zadovoljstvo stanom ocijenili bolje. Slovenski i hrvatski stariji ljudi su stan kao faktor kvalitete života ocijenili visoko, najviše od svih preostalih faktora; obrazovanje, životni standard, obiteljski život, zdravlje, društveni život i ekonomska situacija u državi.

Vlasništvo

U istraživanju EQLS 2012 su pomoću pitanja Q18 (EQLS, 2012c) anketirane pitali za njihov stambeni status. Anketirani su mogli odgovoriti, da je njihov smještaj u vlasništvu bez hipoteke, u vlasništvu sa hipotekom, da su podstanari u privatnom vlasništvu, da us podstanari u socijalnom ili općinskom stanu i da ne plaćaju najamnine za smještaj.

Iz podataka možemo zaključiti, da najviše slovenskih i hrvatskih starijih ljudi živi u privatnom vlasništvu. Postotak privatnog vlasništva smještaja je u objema državama veći od 90 %. U oboje države kod većine starijih ljudi, koji su privatni vlasnici njihov smještaj nije pod hipotekom.

Problemi sa smještajem

U istraživanju EQLS 2012 su pomoću pitanja Q19 (EQLS, 2012c) anketirane pitali o problemima sa smještajem. Anketirani su identificirali probleme sa: 1) nedostatkom prostora, 2) trulež u prozorima, vratima ili podovima 3) vlaga ili curenje vode po zidovima ili kroz krov 4) nedostatak unutrašnjeg zahoda s vodokotlićem 5) nedostatak kade ili tuša 6) nedostatak vanjskog prostora za sjedenje.

Na osnovi predstavljenih podataka iz Tablice 1 možemo konstatirati, da starijim ljudima u Sloveniji i u Hrvatskoj velike probleme predstavlja trulež i vlaga. Veće probleme imaju stariji ljudi u Hrvatskoj nego u Sloveniji. Manji postotak starijih ljudi ima probleme sa nedostatkom unutrašnjega zahoda, nedostatkom kade ili tuša, nedostatkom vanjskog prostora i pomanjkanjem prostora. Kod svih navedenih problema postotak starijih ljudi je u Hrvatskoj veći nego u Sloveniji.

Veličina smještaja
U istraživanju EQLS 2012 su pomoću pitanja Q17 (EQLS, 2012c) anketirane pitali o veličini smještaja. Anketirani su naveli broj soba bez kuhinje, kupaonice, hodnika, špajze i prostorije za rad.
Iz Tablice 1 možemo utvrditi, da kod slovenskih starijih ljudi prosječan broj soba na osobu iznosi 1,8, a kod hrvatskih starijih ljudi iznosi 1,6. Rezultat potvrđuje činjenicu, da više hrvatskih starijih ljudi percipira veće probleme sa pomanjkanjem prostora u svom smještaju nego slovenski stariji ljudi.

Iseljenje iz stana
U istraživanju EQLS 2012 su pomoću pitanja Q20 (EQLS, 2012c) anketirane pitali za ocjenu vjerojatnosti iseljenja iz stana v sljedećih 6 mjeseci iz razloga jer si ga više neće moći priuštiti.
Na osnovu podataka iz Tablice 1 možemo konstatirati, da većina starijih ljudi u Sloveniji i Hrvatskoj misli, da se u sljedećih 6 mjeseci neće iseliti iz stana jer si ga više neće moći priuštiti. Postotak onih starijih ljudi, koji misle, da će se iz stana iseliti, veći je u Sloveniji nego u Hrvatskoj.

Problemi sa pristupom do javnih usluga
U istraživanju EQLS 2012 su pomoću pitanja Q51 (EQLS, 2012c) anketirane pitali, uzimajući u obzir fizičku dostupnost, udaljenost, radno vrijeme za ocjenu pristupom javnim poštanskim uslugama, bankovnim uslugama, sredstvima javnog prijevoza, kinu, kazalištu i kulturnom centu te zelenim i rekreacijskim površinama. Anketirani su mogli odgovorit sa odgovorima, da imaju velike poteškoće, da imaju nešto poteškoća, lako, vrlo lako i da ne koriste te usluge.
Iz Tablice 1 možemo utvrditi, da imaju stariji ljudi u Sloveniji i Hrvatskoj nekoliko problema sa pristupom do javnih usluga. Slovenski stariji ljudi imaju kod svih javnih usluga, osim poštanskih usluga, veće probleme pristupom nego hrvatski stariji ljudi. Najviše problema pristupom imaju kod kina, kazališta i kulturnog centra, slijedi javni prijevoz i bankovne usluge. Hrvatski stariji ljudi imaju najveće problema sa pristupom do kina, kazališta i kulturnog centra, bankovnih usluga i javnog prijevoza. Oboje imaju najmanje problema sa pristupom do zelenih i rekreacijskih površina.

Problemi u susjedstvu
U istraživanju EQLS 2012 su pomoću pitanja Q40 (EQLS, 2012c) anketirane pitali za ocjenu problema u najbližem susjedstvu sa bukom, kvalitetom zraka, kakvoćom vode za piće, kriminalom, nasiljem ili vandalizmom, smećem i otpacima po ulici te gužvom u prometu. Anketirani mogli su odgovorit da imaju velike probleme, srednje probleme i da nemaju problema.
Na osnovi predstavljenih podataka iz Tablice 1 možemo konstatirati, da imaju stariji ljudi u Sloveniji i Hrvatskoj nekoliko problema u susjedstvu. Hrvatski stariji ljudi imaju kod svih kategorija veći postotak nego slovenski stariji ljudi. Najviše problema u susjedstvu imaju sa gužvom u prometu, slijedi buka i kvaliteta zraka. Najmanje problema u susjedstvu imaju sa kakvoćom vode za piće. Slovenski stariji ljudi imaju najviše problema u susjedstvu sa kvalitetom zraka i bukom, a najmanje sa kakvoćom vode za piče.

ZAKLJUČAK
Kvaliteta života je bitno područje i problematika s kojom se bave kako pojedinci, stručnjaci tako i šire društvo. Stan starijim ljudima predstavlja značajan čimbenik, koji utječe na kvalitetu života u starosti.
U ovom radu je kvaliteta života starijih ljudi na području stana predstavljena na osnovi usporedbe značenja stana starijim ljudima u Sloveniji i Hrvatskoj. Na osnovu izvedene analize smo konstatirali, da stan starijim ljudima predstavlja značajan čimbenik, koji utječe na kvalitetu života u starosti te. Stan starijim ljudima predstavlja prostoriju, u kojoj zadovoljavaju svoje osnovne potrebe i gdje su im bitne veze sa drugima, posebno sa okolinom.
Slovenski i hrvatski stariji ljudi su stan kao faktor kvalitete života ocijenili visoko, najviše od svih faktora (obrazovanje, životni standard, obiteljski život, zdravlje, društveni život i ekonomska situacija u državi). Najviše slovenskih i hrvatskih starijih ljudi živi v stanu koji je u njihovom privatnom vlasništvu i u većini bez hipoteke. Slovenskim i hrvatskim starijim ljudima najveće probleme u stanu predstavlja trulež i vlaga. Više problema sa stanom doživljavaju stariji ljudi u Hrvatskoj. Prosječna veličina stana je kod slovenskih starijih ljudi veša nego kod hrvatskih starijih ljudi, kod oboje su znatno niže od prosjeka Europske unije. Većina slovenskih i hrvatskih starijih ljudi vjeruje, da se u bliskoj budućnosti neće iseliti iz stana jer si ga više neće moći priuštiti. Udio onih koji misli, da će se morati iseliti iz stana veći je kod slovenskih starijih ljudi. Slovenski stariji ljudi imaju veće probleme s pristupom do javnih usluga nego hrvatski stariji ljudi. Oboji percipiraju najviše problema kod pristupa do kina, kazališta i kulturnog centra, bankovnih usluga i javnog prijevoza. Hrvatski stariji ljudi percipiraju više problema u bližnjem susjedstvu nego slovenski stariji ljudi. Oboje percipiraju najviše problema u susjedstvu s kvalitetom zraka, bukom i gužvom u prometu.
S obzirom na analizu podataka, razvidno je da bi se na nekim područjima moglo više napraviti za kvalitetu proživljavanja starosti. Dobrodošlo je i društveno prepoznavanje značenja stana i stambene imovine za starije ljudi. Na osnovu predstavljenih spoznaja možemo zaključiti, da je stan bitan za zajamčeno plošno blagostanje ljudi i plošnog društvenog blagostanja.

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PROBLEMATIC ASSOCIATE AS A CHALLENGE TO A LEADER

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Sažetak
S obzirom na to, da smo svjedoci stalnih promjena, suočeni smo sa suradnicima
koji su identificirani kao problematični. Budući da i u našemu radnom okruženju ima takvihradnika, odlučile smo istražiti taj problem.
Istraživačko pitanje (IP): Postavile smo istraživačko pitanje kako u pojedinoj
organizaciji prepoznajemo problematičnog zaposlenika? Zanima nas da li na takvo ponašanje ima utjecaj radno iskustvo, motivacija, vrijednosti ili način vođenja. Uočile smo, da
je relevantno pitanje da li i u kolikoj mjeri na takvo ponašanje utječu međugeneracijske razlike i da li one uzrokuju proble matično ponašanje.
Svrha: Svrha ovog članka je istražiti dva konkretna slučaja-profila problematičnih zaposlenika iz različitih generacija: generacije "X" u profitnoj organizaciji i generacije "Babyboom" u neprofitnoj organizaciji. Želimo identificirati i procijeniti načine ponašanja dviju problematičnih zaposlenika, različitih generacija i pristupe njihovih vođa. Istražujemo da li na vođenje i zaposlenika ima utjecaj razlika između generacija.
Metoda: Studija dvaju slučajeva iz perspektive rukovoditelja.
Rezultati: Procjenjujemo da im nedostaje znanja iz područja društvenih i radno specifičnih kompetencija i motivacije, što čini većinu problema i stvara problematično ponašanje. Otkrile smo, da je zadatak svakog voditelja otkrivanje slabosti svakog pojedinca s
namjerom da im se pomogne naći načine kako smanjiti stres, preusmjeriti pažnju na zadatke i postizanje ciljeva.
Utvrdile smo, da je ponašanje zaposlenika odgovor na ponašanje voditelja. Voditelj je odgovorna osoba koja treba poduzeti odgovarajuće mjere onda kada se problemi pojave.
Problematičan radnik je dodatno opterećenje za voditelja i negativno utječe na njegovu produktivnost. Negativno stajalište također utječe na frustracije i smanjuje učinak drugih
zaposlenika. Takav odnos šteti organizacijskoj klimi, sve veća i veća je fluktuacija zaposlenika i uspjeh organizacije pa da. U određenim organizacijama slična istraživanja još nisu nikada napravljena, iako su se slične
konfliktne situacije događale i u prošlosti.
Ograničenja istraživanja može se vidjeti u činjenici da je studija slučaja formirana od strane rukovoditelja i danem amo povratne informacije sa strane problematičnih suradnika.

Ključne riječi: problematični suradnici, generacijske razlike, vještine, krizni menadžment, motivacija,uvoditelj.

Uvod

U cilju ostvarenja postavljenih ciljeva voditelja, oni trebaju svoje suradnike, koji im vjeruju, tako da možemo reći da je uspjeh vođe uvelike odvisan o radu podređenih. U svakom slučajnu uvrijedi i obrnuto, da je rad voditelja izravan utjecaj na rad podređenih, što ukazuje na međuovisnost .
Vođenje može biti prijatno, ako imamo na umu, da su ljudi vrijedni, oduševljen i poslušni, ali u realnom životu nije uvijek tako. Svugdje, gdje ljude povezuje neki odnos, kao na primjer na radnom mjestu, zaradi različitih progleda sa svake strane dolazi do različitih i ponekada čak i suprotnih mišljenja. Zbog toga je pravi izazov voditi lijene, zahtjevne i suradnike koji ne slušanju, i to tako, da oni ostanu na svom radnom mjestu, a problemi se anuliranju. Zadatak je zato svakog vođe da osjeti i da potraži slabe točke svakoga pojedinca, da nađe načine kako smanjiti napetosti i preusmjeriti pozornost tako, da budu postavljeni ciljevi i zadatci ostvareni.
Postavili smo si istraživačko pitanje kako u pojedinoj organizaciji prepoznamo problematičnoga suradnika? Zanimalo nas je da li na problematičnost imaju upliv starost, motivacija, vrijednosti i stil vođenja. Zaključili smo, da je vlažno i pitanje da li i u kolikoj mjeri međugeneracijske razlike imaju upliv na ponašajne i uzrokuju problematično vladanje?
Svrha ovog članka je istražiti dva konkretna slučaja-profila problematičnih zaposlenika iz različitih generacija: generacije "X" u profitnoj organizaciji i generacije "Babyboom" u neprofitnoj organizaciji. Želimo identificirati i procijeniti načine ponašanja dviju problematičnih zaposlenika, različitih generacija i pristupe njihovih vođa. Istražujemo da li na vođenje i zaposlenika ima utjecaj razlika između generacija.

Teorijska pozadina

Suradnik, koji je lijen, zahtjevan i neposlušan je na neki način za vođu zahtjevn, na drugi način pa problematičan. Lešnik (2009) smatra da su zahtjevni oni, koji prouzrokuju gubitak veće količine vremena, budući da se drugi sa njima vrlo puno bave i zbog toga smanjuju svoju produktivnost i produktivnost ostalih zaposlenih, te u ekstremnim primjerima i posredno ili neposredno uzrokuju fluktuaciju i sa time smanjuju prihode organizacije. Razvrstamo ih u nekoliko posebnih kategorija, i te su: negativci, mučenici, sveznalice, pasivisti, agresivci i perfekcionisti. O problematičnim ljudima su

razmišljali Faganelj i Krajanović (v Jančan & Kern, 2012, str. 119), oni su zaključili, da su to osobe, koje imaju veliki potencijal za rast, a sa vrlo niskim radnim učinkom, te da ih je jako teško motivirati.
Jančan i Kern (2012, str. 119) su na osnovi vlastitih iskustava zaključili, da problematični suradnici obično uzrokuju nezadovoljstvo kod svojih kolega, jer je nivo njihovog realiziranog učinka uvijek na granici očekivanoga. Osim toga, oni uvijek točno znaju, što je njihov posao, tako da im nitko ne može pravno oponirati. Rijetko, ako uopće se dogodi, da će se svojih zadataka primiti samoinicijativno, pa i tada ih neće završiti. Najbolje funkcioniraju u osobnim kontaktima, gdje su osobno pozvani k točno određenom zadatku, kojeg obično i kvalitetno izvedu. Navode,, da se pri tome pokaže, da imaju velike potencijale, koje pa obično upotrijebe samo za uspješno i učinkovito izbjegavanje dodatnih poslovnih zadataka. Zaključuju da asu problematični zaposleni obično verbalno jaki, poznaju zakon i na njega se u svakom trenutku pozivaju. Imaju osjećaj, da su odlični radnici i da vođa ima nešto protiv njih.
Problemi koji nastaju u radnom okruženju su isto tako i odraz međugeneracijskih razlika i s tim različitih vrijednosti i potreba pojedinaca. O tome govori Brečko (2005, str. 48) i obzirnom na činjenice pojedince uvrštava u četiri generacijske grupe, koje danas možemo naći na trgu radne snage:

- generacija »veterana«, rođeni između 1922 – 1943 godine,
- generacija »djeca blagostanja«, rođeni u razdoblju između1944 – 1960 godine,
- generacija »x«, rođeni između 1961 – 1980godine,
- generacija »y«, rođeni između 1981 – 1997 godine.

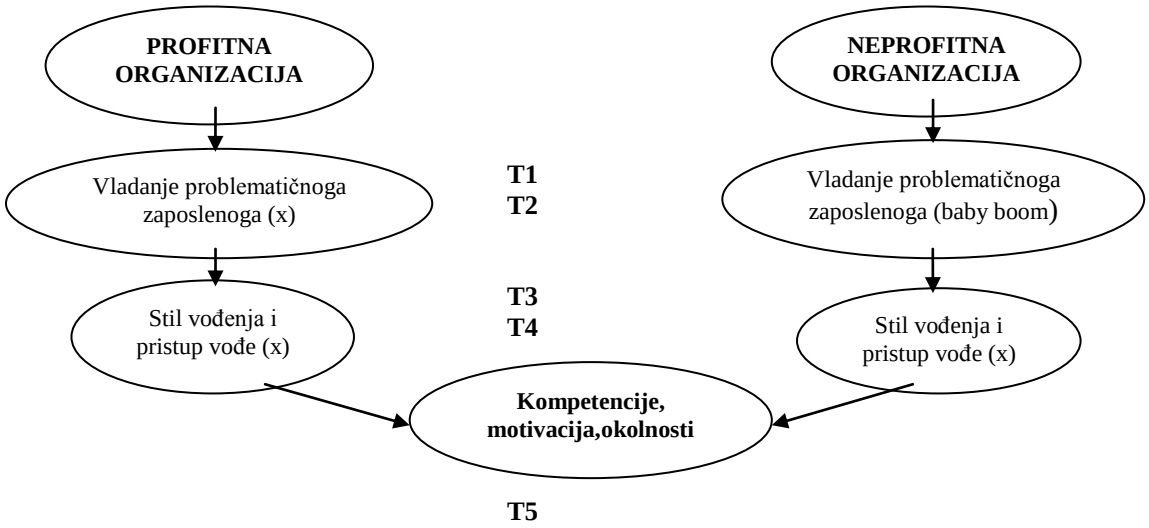
Generacija »z« su pojedinci, rođeni poslije 1997 godine, ali oni još nisu na trgu radne snage i zato o njihovim vrijednostima ne znamo puno.
Zaposleni u različitim životnim razdobljima imaju različite potrebe, zato mora vođa tom dijelu života posvetiti posebnu pozornost. Kragelj (2008, str. 1–2) kaže, da je na početku karijere jako važna materijalna strana, jer si tada organiziraju život, osnuju obitelji, rješavaju stambeni problem. Zbog toga trebaju i žele siguran posao i primjerenu plaću, što im omogućuje normalan život. Na vrhuncu karijere je već važniji status i položaj, mogućnost samostalnog odlučivanja i neodvisnost. Novac (plaća) služi više kako potvrda statusa, nego za zadovoljenje osnovnih potreba, sigurnost posla nije više tako izražena. Prema kraju karijere su potrebe drugačije, jer većina ljudi želi umireniji ritam posla, manje stresnu radno okruženje, nekoliko »ispreći« i preživjeti više vremena sa unucima i baviti se hobijima.
Vođa mora posvetiti pažnju i vrijednostima, koje se kroz generacije mijenjaju. Za te Kragelj (2008, str. 2) kaže, da su kod mlađih, koji su odrastali u okruženju takmičenja i konkurencije, individualni interesi i uspjesi puno veći, nego kod starijih. Rad nije više vrijednost sama po sebi, cijeni se prije svega rezultat i dobit, mladima su važni: ugled, društvo, prijatelji, sloboda i neovisnost i nova iskustva. Generacija, koja je danas stara izmeđuM 50 i 60 godina, pa je odrasla i radila u drugačijem sistemu vrijednosti, u kojem je bio rad vrednota i pravo na rad zagarantirano. Osjećao se jak timski duh i pripadnost jednom poduzeću je bila od prvog zapošljavanja do umirovljenja. Zbog toga ti ljudi više cijene rad kao proces, pripadnost poduzeću i sudjelovanjem, umjesto takmičenja.
Vezano na potrebe i vrijednosni sistem organizacije mora vođa upotrebljavati različite motivacijske pristupe za svaku grupu zaposlenihM, posebno mora biti još posebno pažljiv koda starijih suradnika, gdje je posebno važan osjećaj važnosti, cijenjenosti. Kragelj (2008, str. 2) misli, da imaju stariji puno puta osjećaj, da su višak, da nisu dorasli tempu mlađih i da ne vide više smisla u tome što rade i jednostavno se prestanu truditi. Iskrena pohvala i priznanje nadređenih mogu vratiti osjećaj da su korisni i cijenjeni.
Na vladanje suradnika, kojeg prepoznamo kao problematičnog utječu i njegove kompetencije. Njegove osobne kompetencije, kompetencije vođe i kompetencijeM poduzeća. Kao kompetencije podrazumijevamo sve sposobnosti upotrebe svojeg znanja i sve ostale mogućnosti koje su potrebne, da se neka zadaća, rad, uloga u poslovnom procesu izvede/odigra uspješno i učinkovito. Obuhvaćaju znanja, vještine, spretnosti, osobne karakteristike i značajke vladanja pojedinca, sistem vrijednosti, vjerovanja. Kompetencije je moguće razvrstati kao: (1) vidljive (znanja, spretnosti, vještine), koje dosta jednostavno razvijemo sa edukacijom i vježbanjem, te (2) skrivene (osobine, sistem vrijednosti, vjerovanja), koja je teže razviti sa educiranjem i zato je lakše ići drugim putem i izabrati prave ljude za prava mjesta.
Na području učenja spretnosti i kompetencija su različiti autori razvili različite pristupe. Cranmer (2006, str. 170) se pita, što je bolje: učenje kompetencija na nivou pojedinca i grupe ili na nivou organizacije. Po Drummondu i ostalima (1998, str. 21) su mogući tri pristupi k učenju kompetencija: projektni način učenja, paralelni način učenja i način učenja na radnom mjestu. Ti pristupi su važni zbog toga, što u današnjem poslovnom svijetu poslodavci traže fleksibilne i prilagodljive radnike, jer žele svoje organizacije čim bolje otvoriti i prilagoditi ih zahtjevima okruženja (Cox & King, 2006, str. 269).
Raybound i Sheedy (2006) zaključuju, da moraju zaposleni u organizacijama poznati i usvojiti veći broj spretnosti i kompetencija, kao što su: komunikacijske spretnosti, sposobnost uživljavanja, motivacijske spretnosti, kompetencije za učinkovito odlučivanje, spretnosti planiranja i spretnosti improvizacije. Knight i Yorke (2003) u vezi sa traženjem skupnih kompetencija upozoravaju na činjenicu, da je potrebe po kompetencijama potrebno ustanoviti u konkretnom poslovnom okruženju. Tumačenje toga, što su kompetencije, jako zavisi od različitih tumačenja, na koje utječe organizacijska kultura, jezik i poslovno okruženje u kojem djeluje organizacija (Zehrer i Mössenlechner, str. 270).
Postoje pokusi mjerenja kompetencija, ali je usprkos tome potrebno napomenuti, da su kompetencije skup stručnog znanja, procesa, interesa, osobne motivacije, znanja, osjećaja, koje upotrebljavamo za uspješno rješavanje zadataka. Po

Zehrerjevi i Mössenlechnerjevi (2009, str. 271) su kompetencije uvijek nešto više, nego samo kombinacija znanja, spretnosti, vjerovanja ili sposobnosti. Zbog toga ih sa jednodimenzionalnim pristupom ne možemo pojasniti.
Prepoznali smo problematičnog suradnika i Covey (2009, str. 48) kaže, da je problem u tome kako ga vidimo; i u načinu, kako ga doživljavamo. Pita se, da li je moguće napraviti nešto dramatično? Postaviti stvari na glavu? Otvara novi pogled, gdje ispostavlja, da je dio problema već i sam način, kako vođa gleda na svoje podređene.
Kompetencije vođenja za uvađanje promjena možemo razdijeliti na tri veće skupine:
(1) kognitivne kompetencije – divergentno razmišljanje, kritično presuđivanje, kreativnost, rješavanje problema, analitično razmišljanje, vladanje brojkama.
(2) Funkcionalne kompetencije – poznavanje komuniciranja, poznavanje tehnologija, međukulturna kompetentnost, postavljanje ciljeva, sposobnost učenja, planiranje osobne karijere, poduzetništvo, motiviranje.
(3) Osobne i socijalne kompetencije: upravljanje odnosa, poznavanje timskog rada, empatičnost, etičnost, vođenje primjerom, aktivno slušanje, postavljanje pitanja.

Pored navedenih kompetencija vođa treba imati znanje bi vještine sa s područja kriznog vođenja, gdje identificiranje problematičnoga suradnika i prepoznavanje svih njegovih osobnih i generičkih kompetencija nije jednostavno, a posao mora nesmetano teći naprijed u smjeru dostizanja ciljeva. Krizu možemo, po Malešičevoj teoriji (2004, str. 21), gledati kao upravno –voditeljsku krizu, odnosno kao interventni način kriznog vođenja, kada imamo posla sa problematičnim suradnicima.
Učinkoviti vođe u takvim situacijama ne usvajaju puno odluka, umjesto toga se posvete onome, što je važno. Znaju kada mora odluka biti temeljena na načelima i kada mora biti pragmatična. Jasno im je, da je najteže se odlučiti između pravog i pogrešnog kompromisa. Jasno im je i to, da najviše vremena ne uzme odluka, nego kako tu odluku provesti u praksi. (Drucker, 2004, str. 36) Drucker (2004, str. 78) isto tako kaže, da najbolji vođe pomažu suradnicima doseći dvije stvari: postaviti ciljeve i realizirati ih.
Na takmičarski duh i odnos podređenih ima veliki upliv način vođenja, koji bazira na organizacijskoj kulturi (Thompson, Strickland & Gamble, 2005, str. 115). Organizacijska kultura je podloga za interakciju organizacije sa okolinom i podloga ili uzrok za razvoj određenog načina vođenja, koji neposredno utječe na uspješnost organizacije.
Khan i Anjum (2013, str. 57) zaključuju, da ima vođenje jak utjecaj na uspješnost organizacije. To još posebno važi za ulogu vođe kod razvoja dugoročnih ciljeva organizacije, koji su izraženi u njenoj strategiji. Voditelj/vođa realizira ciljeve organizacije, tako da motivira zaposlene k njihovim osobnim ciljevima i slijeđenju poslanstvu te vizije organizacije. Po Ambrožu i Veljkoviću (2013, str. 29) potpora vođe pozitivno utječe na pripravljenost zaposlenika u organizaciji, da se uključuju u promjene i da stalno inoviraju proizvode i usluge organizacije i razvijaju inovacijsku kulturnu organizacije.
Templar (2005, str. 92) v pravilu broj 32 kaže: »Naučite svoje ljude, da k vama dolazile sa rješenjima i ne problemima.« Naslanja se na to, da problematični suradnici nastanu iz slabe navike, zato je potrebno biti ustrajan, da dolaze samo onda, kada imaju rješenje. Tada, kada ispostave problem, ih je potrebno pitati, gdje oni vide rješenje? S tim rješavaju problem i dobiju potvrdu da mogu, da imaju priliku sudjelovati, mijenjati i vidjeti da su vrijedni povjerenja.
Iz navedenih teorijskih stajališta, koje smo pridobile iz pregledane literature, za daljnje istraživanje vođenja problematičnih suradnika, razvijamo slijedeće teze:
(1) Teza 1 – problematičnoga suradnika je teško otkriti.
(2) Teza 2 – Na problematično vladanje suradnika utječu starost, motiviranost i vrijednosni sistem.
(3) Teza 3 – Pristup vođe uvjetuje problematično vladanje zaposlenih.
(4) Teza 4 – Razlika u generaciji vođe uvjetuje problematično vladanje zaposlenih.
(5) Teza 5 – Vođa mora svoje kompetencije stalno nadograđivati.

Upotrjebljene metode u istraživačkom zadatku

Za predstavljanje teoretskih osnova i pripreme smo upotrijebile metodu deskripcije, za izradu empirijskog dijela pa metodu studije primjera dviju profila problematičnih suradnika generacije »x« u profitnoj organizaciji i generacije »baby boom« u neprofitnoj organizaciji, obije studije s rađene sa vidika njihovih vođa. Slika 1 prikazuje tok istraživanja.



Slika 1. Teorijski model istraživanja (autorski rad)

Provjeravali smo vladanje svakog problematičnog zaposlenoga, da bi došli do zaključaka, presudili i vrednovali uzorke tih, dakle suradnika generacije »x« u profitnoj organizaciji i suradnika generacije »baby boom« u neprofitnoj organizaciji. Da bi to došli do zaključaka smo si postavile slijedeća izlazna pitanja: (1) starost, (2) spol, (3) rada dob, (4) odnos do rada, (5) odnos do suradnika, (6) odnos do vođe, (8) odnos do kupaca (stranaka), (9) sustav vrijednosti.

Isto tako smo prevjerili vođe problematičnih zaposlenih, oba iz generacije »x«. Postavili smo i skupne točke, na osnovi kojih smo željele proučiti stil vođenja i pristupe svakog vođe do problematičnoga zaposlenoga. Istražiti smo htjele i mogući upliv međugeneracijskih razlika između problematičnog zaposlenog i vođe, te koliko te razlike utječu na problematično vladanje. Da bismo mogle to ustvrditi , smo si postavile slijedeće skupne izlazne točke: (1) starost, (2) spol, (3) izobrazba, (4) radna dob, (5) vrijeme na voditeljskoj funkciji, (6) stil vođenja, (7) pristup k problematičnom zaposlenome, (8) utjecaj generacijskih ili međugeneracijskih razlika na problematično vladanje zaposlenoga.

Rezultati istraživanja

Na osnovi postavljenih izlaznih točaka smo provjerile svakog posebno problematičnog zaposlenoga, da bi zaključile, presudile i ocijenile uzrok njegovog vladanja, i to za suradnika generacije »x« u profitnoj organizaciji i suradnika generacije »baby boom« u neprofitnoj organizaciji. Uspoređivanje rezultata je prikazano u tabeli 1:

Tabela 1: Uspoređivanje rezultata dviju problematičnih zaposlenih

Problematičan suradnik	Generacije »x« u profitnoj organizaciji	Generacije »baby boom« u neprofitnoj organizaciji
1) Starost	47 godina	53 godine
2) Spol	Muškarac	Muškarac
3) Stupanj edukacije	Peti stupanj	Fakultetska
4) Radna dob	27 godina	33 godine
5) Odnos do rada	Dosada, neprijaznost, puno grešaka pri radu, površnost i puno brojnih pismenih i usmenih pritužbi sa strane gostiju. Budući da je organizacija profitna je nužno potrebno znanje stranih jezika, za čije učenje ne pokazuje nikakav interesa (tečajevi se izvode besplatno u okviru poduzeća). Lakše sjedi na stolcu i čeka, da suradnik/suradnica pored nje riješe situaciju. Svakako je to potpuno neprimjerna situacija, uzevši u obzir, da su gosti pred njom. Pod pitanjem je i znanje pravopisa, što još dodatno otežava	Bez bilo kakve inicijative, napravi samo ono, što je na granici očekivanog ili još i manje. Ne pokaže nikakve žele po dodatnoj edukaciji iako zbog toga teže slijedi promjenama, a zbog toga ih niti ne želi. U pravilu radi samo u okviru zahtijevanoga radnog vremena. Čak i onda, kada pozna problem i rješenje, nije spreman svoje mišljenja dijeliti sa drugima, dok nije sa strane vođe osobno izazvan, a i onda surađuje više na silu. Spreman je svoje mišljenje podijeliti sa suradnicima, onda ,

	rad. Svaki pisani dokument je potrebno pred pošiljanjem pregledati, što je još dodatan posao vođe. Na osnovi pritužbi je bilo u prošlosti izvedenih nekoliko disciplinskih postupaka, ali posebnih pomaka nije bilo. Plaća koju suradnik dobije je na dnu ljestvice, tako da manje ne može dobiti. Suradnik vrlo poveličava svoj rad, govori kako je zapravo fjako dobar i kako si ne zasluži tako mali dohodak. Vrlo rado svima objašnjava, kako je po krivici premješten iz boljeg radnog mjesta na slabije. Budući da je posao koji obavlja vezan na novac, potreban je stalan nadzor nad izdanim računima i nezaključenim temeljnicama. Vrlo brzo je zaključio i gdje su u sistemu mogućnosti zloupotreba i to vrlo spretno iskorištava.	kada mu to paše. Delegirane dodatne radne zadatke uvijek primi sa otporom i sa nebrojenim izgovorima, povećava opseg svog posla i poveličuje ga skupa sa nebrojenim problemima, koje vidi. Ne pokaže zauzetost za rad, zato mu vođa ne povjerava odgovornijih zadataka, jer uvijek postoji dvojba u dobro odrađen zadatak. Budući da nije od povjerenja, radi uglavnom rutinske zadatke. Vrlo dobro poznaje radno-pravne zakone, jer hoće da je uvijek obaviješten o pravima. To potvrđuje, da ima veliki potencijal, a ne želi ga dijeliti sa organizacijom, odnosno samo toliko ga dijeli, koliko je nužno potrebno. Sebe smatra za doličnog radnika, koji napravi još i previše za dobivenu plaću (iako ima jednu najvećih plaća u poduzeću), koju je dobio tako sa radnim iskustvom kao i sa brojnim napredovanjima u prošlosti
6) Odnos do sodelavcev	Manipulatoran je u cjelini. Usprkos svim upozorenjima, razgovorima, da je potrebno da suradnike treba i da je potrebno imati dobar odnos sa njima, to ne uvažava. Svaka greška koja je nastala, je ili nastala zbog prethodnog suradnika , koji mu neki podatak nije prenio, ili je čak prijašnji suradnik napravio grešku i potaknuo je njemu, bilo zbog zahtjevnog gosta, bilo zbog slabog svjetla ili lošeg obračunskog sistema..dakle, nema stvari za koju ne bi našao razlog ili krivnju nekog drugog. Čak i onda, kada ga vođa postavi pred zid, da ima samo on široki spektar primjedbi, tako pismenih kao i usmenih, on tvrdi da to nije istina, da se trudi, da mu suradnici potiču da mu šmrkavci (gosti) neće govoriti, što je pravo i što nije, kad on ima veća toliko iskustva, radne dobi i sve zna. Ima jako podcjenjujući odnos do mlađih suradnika. Stalno im daje do znanja, da je stariji, sa više iskustva i sa velikom, lijepim brojem radnih godina. To iskorištava u svrhu preslagivanja radnih zadataka na mlađe, da je u radnom vremenu više okolo, nego na radnom mjestu i da suradnik/ca praktično sama napravi sve radne zadatke. U slučaju, kada mlađi suradnik razgovara sa gostom, vrlo rado upada u razgovor i nudi rješenja, u smislu, pa valjda ja znam, jer sam stariji i pametniji. I to uvijek sa izgovorom, da nudi pomoć.	Svoje neznanje nadoknadi sa iskorištavanjem mlađih suradnika, koji mu pomažu kod „težih zadataka“. U zamjenu im, kao suradnik sa najviše iskustva, daje savjete u pravom trenutku, sa čim potencira njihovu ovisnost od njega. Tako imaju osjećaj, da im pomaže, a u biti je ravno obrnuto. Do njih se vlada kao roditelj, i mlađi suradnici ga tako doživljavaju, što znači da im je namijenio ulogu djeteta. Inače je kod njih jako popularan, njegovo mišljenje ima na njih veliki utjecaj, čega je on svjestan i to iskorištava u svoju korist. Njegova izobrazba je iz asocijalnog usmjerenja, odlično poznaje vještinu manipulacije ljudima. Radne zadatke, koji su delegirani njemu vrlo spretno razdijeli među mlađe suradnike, tako da oni ni ne znaju, da rade umjesto njega. Oni zbog toga rade dodatne satove, a on ide kući na vrijeme. To radi mimo vođe i u biti sam predstavlja neformalnog vođu. U prikrivanju je tako spretan, da vođa toga dugo nije ni primijetio, jer ima ured u drugom katu, što je još dodatno omogućilo njegovo djelovanje. Uvijek se stavi na stranu suradnika, kada je on pod sankcijama vođe. To još bolje pojačava njegovu neformalnu ulogu, jer je kod suradnika jako popularan, budući da se zauzima za njih, a u biti ih tako još bolje podređuje sebi. Budući da nije bio izabran za formalnog vođu u prošlosti, si tu želju ostvaruje na drugom, neformalnom nivou vođenja organizacije.
7) Odnos do nadređenog	U odnosu do vođe je uvijek prijazan. Nikada ne pokazuje pravo lice, što iskorištava u svoju obranu, u smislu, vidiš, ja sam uvijek u redu. Zadatke, koji su mu dani primi, a ipak ima nebrojeno korisnih prijedloga, koji	Jako je prefinjen u odnosu do nadređenog, ponekad čak pretjerano prijazan i susretljiv, slijedeći put pa na suprotnom brijegu. Kada sudjeluje na sastanku sa vanjskom osobom, uvijek se fizički postavi na stranu

	se suprotstavljaju izvedbi. U slučaju, kad ga vođa pita, ali poznaje sve novosti i pravila, je odgovor uvijek negativan sa komentarom »to mi nitko nije rekao«. Ponekad ga i suradnici pitaju, zašto sam ne potraži informacije, jer su sve dostupne, samo interesirati se je potrebno, odgovara: za taj novac je to to. U slučaju reklamacija, kad je pozvan k vođi na razgovor, uvijek se prvo ljuti, jer on radi dobro i da je to krivično. U slijedećoj fazi objašnjava, kako su gosti neprijazni i da se jako trudi, u trećoj fazi traži greške suradnika , u četvrtoj pa traži izgovore na osjećajnoj/osobnoj strani. Žuri se objasniti, da ima kod kuće dvoje djece, koje mora preživljavati. Vođi proba cijelo vrijeme probuditi osjećaj slabe vijesti, prikaže usporedbu iskustva sa njegovom djecom i djetetom vođe, u smislu, ma znaš, kako je teško odgajati djecu i kakva su vremena…. Na jednom između zadnjih susreta je čak naveo kao mogući razlog za svoje probleme svoje roditelje i predstavio priču o alkoholizmu, batinama i zloupotrebama, koje je doživio u mladosti. U svakom slučaju si vrlo želi uspostaviti prijateljski odnos sa nadređenim, što bi iskoristio za svoje namjere i korist.	posjetitelja, kao da bi htio vođi poručiti »sjedim nasuprot tebe, nisam s tobom, nisam dio tvoje priče«. Usprkos tome, da ga vođa na tu situaciju uvijek upozori, sa smiješnim izgovorima uvijek napravi jednako. Svaki dodatan zadatak uvijek primi sa jasnim nezadovoljstvom, ne postavlja pitanja,koja bi pokazala zanimanje za zadatak,uvijek pa štreba točne instrukcije i ne napravi ništa više, nego što je bilo naručeno. Jako pojačava vrijednost svoga rada, kao da poručuje vođi, da ga ima previše i da je jako kompleksno. U stvaranosti ga ima malo i još ne napravi dovoljno, u nova znanja pa ne želi ulagati baš nikakav napor. Očigledno je, da sa postojećim sposobnostima dobro izlazi na kraj, radi malo, ima dobru plaću, odlazi na posao i s posla na minutu točno, ne radi dodatne sate, poslije posla se vođi nikada ne javlja na osobni telefon, ako ga zbog važnosti posla treba. Potpuno je svjestan, da to nije dužan napraviti, jer nema službeni telefon.
8) Odnos do stranka	Je potpuno neprimjeren. Do onih koje poznaje , se vlada kao kod kuće, hoće biti šaljiv i simpatičan, a bude samo neprimjeran, čak i uvredljiv i neukusan. Do nepoznatih gostiju se odnosi kako kad, zavisno od dana do dana, koliko mu »zanovijetaju«. Je bez puno riječi, nezainteresiran, ignorira ugoste. Navečer, pred zaključkom radnog odana, goste nekoliko minuta pred zatvaranjem poziva na odlazak i pričeka ih na vratima već preobučen i požuruje ih. Na jednom između sastanaka, je kao jako dobru ideju predlagao, da bi uveli zvučni signal, koji bi goste upozorio, da je radno vrijeme zaključeno. I sve to u djelatnosti, gdje se gosti relaksiraju, gdje se im pruža osjećaj ugode, razmaženosti i sveopćeg gošćenja.	U prošlosti je bila priroda posla takva, da je imao puno stranaka, sada ih ima puno manje, ali si za određene stranke uvijek nađe dovoljno vremena za na dugo i široko raspredanje. Kada vođa ne gleda, si puno puta uzme vremena i za stranke, koje ne uređuju službene poslove, nego više privatne. Za njih uvijek nađe vremena i radi im usluge. Vremena ima puno, jer ga skoro nikada ništa ne požuruje.
9) Vrednote	Ako uopće nađe neki razlog za rad, onda je to sigurno vezano ne neku korist za njega. Dakle, ako bi imao on neku korist od prodanih usluga (uvijek glasno podcrta, da si vezano na rezultate prodaje zasluži veću plaču), bude radio, inače će pustiti, da ode stvar mimi njega. Stalnost u poduzeću i posljijedično poznavanje gostiju iskoristi za različite privatne usluge (postavljanje centralnog grijanja, vodovoda, parketa….).	Želi imati čim više slobodnog vremena, raditi minimalno i ulagati minimalne napore u rad. Uvijek nađe vrijeme za odlazak na godišnji iz takvih ili drugačijih razloga, jer ga gomilanje posla ne smeta. Uvijek podcrta skrb za ljude, a u glavnom se to veže na podređivanje onih, koji mu mogu bilo što pomoći.

Na osnovi postavljenih izlaznih točaka smo prevjerile i vođe problematičnih zaposlenih, njihov stil vođenja i pristup k problematičnom zaposlenomu te moguć utjecaj međugeneracijskih razlika. Obojica vođa su bili iz generacije »x«. Uspoređivanje rezultata je prikazano u tabeli 2:

Tabela 2: Uspoređivanje rezultata dviju vođa

Vođa	Generacije »x« u profitnoj organizaciji	Generacije »x« u neprofitnoj organizaciji
1) Starost	44 godine	47 godine
2) Spol	Muškarac	Muškarac
3) Izobrazba	Visoka stručna sprema	Visoka stručna sprema
4) Radna dob	22 godine	28 godina
5) Vrijeme na funkciji	11 godina	14 godina
6) Stil vođenja	Budući da je organizacija velika i da vođenje teče matrično, vođa najviše vremena preživi sa svojim najužim suradnicima-vođama pojedinačnih radnih jedinica. Vođenje je postavljeno na povjerenju, usmjeravanju i podupiranju suradnika. Vrlo je usmjeren u inovativnost i energičnost suradnika. Kao jako introvertirana osoba ima nekoliko problema sa delegiranjem, jer bi želio većinu posla napraviti sam. Osim toga je jako kritičan i u svom djelovanju uvijek ima misao vodilju, da je njegov posao i rad suradnika gošćenje, koje ne dozvoljava greške. U svim godinama vođenja i pridobivanja iskustava se proba čim bolje približiti svakom pojedincu, pokušava naći najbolje u svakom suradniku i na osnovi tih razmišljanja potražiti skupne točke na putu k cilju.	Vođa osim što vodi suradnike, radi i vrlo zahtjevne stručne zadatke. Njegov način vođenja je usmjeren ka suradnicima, i brizi za njihovo dobro osjećanje na poslu, ugodno radno okruženje i zadovoljstvo pri radu. Je pažljiv i puno puta pohvali suradnike, ako dobro naprave svoj posao, pomaže im kod problema, trudi se za ugodno radno okruženje i uvijek je dostupan i prijazan. Pred odlukama se puno puta posavjetuje sa suradnicima i puno puta uvažava njihove prijedloge. Potiče suradnike na surađivanje i daje im osjećaj, da su važni i cijenjeni. Svakoga zaposlenoga uvažava i maksimalno mu je spreman pomoći.
7) Pristup k problematičnomu suradniku	Pristup vođe je takav, da redovito upozorava na nepravilnosti i pokušava suradniku pokazati pravi put – a ipak neuspješno. S vremenom prestane davati zahtjevne instrukcije i zadatke, jer se boji neuspjeha, jer zna da će biti potrebno i njegovo dodatno angažiranje, te na veću mogućnost grešaka i pritužbi. Uvijek gleda, da je u istoj smjeni sa nekim, tko je dobar. S tim breme prenosi na ostale suradnike , koji to registriraju i posljedično, komentiraju sa razlogom, što znači što si bolji, dobiješ više zadataka za isti novac. Odnosno, isplati se biti problematičan, jer ti nije potrebno onda puno raditi. Vođa ipak proba omekšati takve situacije i dobre suradnike nagrađuje, tako sa pohvalama kao i sa simboličnim novčanim nagradama. U svakom slučaju će biti potrebno cjelovito rješenje, jer pored loših međusobnih odnosa , koje generira problematičan suradnik, smanjujemo i ugled organizacije, zbog velikog broja pritužbi. Zapravo, nikoga ne zanima, tko je kriv, nego samo-tko je odgovoran-vođa.	Vođa mu ne daje važne zadatke, jer nije pouzdan. U prošlosti, dok nije dobro spoznavao obseg njegovog radnog područja, ga je suradnik varao, da ima puno posla, a u stvaranosti ga je imao dosta malo. Vođa je došao u organizaciju kasnije od suradnika, bio je mlađi i u početku se je i sam tražio. Suradnik je to iskoristio sa manipulacijom i prikazivanjem svog odličnog rada, zato je bio sa strane vođe svake godine ocijenjen odličnim ocjenama. Vođa nije vidio prevaru, bio je mlađi te je imao veliko poštovanje do suradnika, zato se mu nije postavio kontre. Puno ključnih zadataka je izvršio umjesto suradnika, zbog važnosti za uspjeh organizacijeM, ih je uzeo u svoj djelokrug. V zadnje vrijeme mu vođa ponovno delegira važnije zadatke, ali to uvijek ponovno prouzroči puno negodovanja i otpora, što vođi ne daje garancije, da će zadatak biti izvršen točno, kvalitetno i zauzeto. Budući da su uvijek problem rokovi, mu vođa da u pomoć suradnika, koji bi bio i sam dovoljno sposoban za izvršiti zadatak, a istovremeno ne izgleda, kao da je zadatak oduzet problematičnom suradniku. Tako vođa na neki način podupire vladanje suradnika i sam se postavlja u ulogu djeteta nasuprot roditelja. Vođa posredno podupire način rada svog suradnika, koji ga je uveo sam, kad je u izvršavanje svojih zadataka uključio mlađe suradnike.

Rasprava

Istraživačko pitanje tog studija primjera je išlo u smjeru, kako u organizaciji prepoznamo problematičnoga suradnika? Zanimalo nas je da li na problematičnost utječu starost, motivacija, sistem vrijednosti i stil vođenja? Provjerile smo i važnost pitanja, da li i u kolikoj mjeri međugeneracijske razlike utječu na vladanje i uvjetuju problematično vladanje? Problematičnog suradnika nije jednostavno prepoznati, jer kako kažu Faganelj i Krajanovič (u Jančan & Kern, 2012, str. 119), su to u pravilu ljudi sa visokim razvojnim potencijalom, a ipak sa niskim radnim učinkom. Zaključujemo da vođu zavedu sa lažnom prijaznošću, svako toliko ipak naprave nešto dobro, da dokažu da su sposobni, zato nisu dugo pod posebnim nadzorom. Smo sa dosljednom i ustrajnom kontrolom za njih možemo reći, da su problematični. S tim potvrđujemo Tezu 1, koja govori: »Problematičnoga suradnika je teško otkriti.«

Zaposleni imaju u različnim životnim dobima različite potrebe i sustav vrijednosti, kaže Kragelj (2008, str. 1–2), zato mora vođa motivacijske prijeme prilagođavati istima i mora još posebno biti pažljiv kod starijih suradnika, jer imaju oni puno puta osjećaj, da su višak, da se ne mogu prilagoditi tempu mlađih suradnika i bog toga se prestanu truditi. Oni žele umiren ritam rada i manje stresno radno okruženje. V oba istraživanja primjera su to suradnici sa daljim radinim stažem , koji za udobno preživljenje na radnom mjestu više cijene da se manje radi. Očigledno je, da manjak znanja, kojega imaju mlađi suradnici nadomješćuju sa iskorišćtavanjem mlađih suradnika, da naprave posao umjesto njih. Budući da se svojim radom ne iskazuju kako korisni, vođe nemaju razloga za motivaciju sa pohvalama i priznanjima, zato se začaran krug nezadovoljstva na obje strane samo produbljuje. Vođe moraju uspostaviti okolnosti, da će pohvala i priznanje biti zasluženo i dana pravovremeno.

Faganelj i Krajanovič (u Jančan i Kern, 2012, str. 119) navode, da je problematične zaposlene teško motivirati, jer su u pravilu sposobni, a nisu učinkoviti, odnosno čak možemo reći da su lijeni. V oba istraživana primjera je bilo na strani vođa izvedeno puno prijema za anuliranje neželjenog vladanja, ali baš niti jedan prijem za anuliranje neželjenog vladanja nije bio uspješan ili nije bio izveden na pravi način. Zaključujemo, da ona dva suradnika motivira događanje na radnom mjestu, koje za njih predstavlja »teatar«, u kojem igraju aktivnu ulogu do drugih koji sudjeluju i pasivnu ulogu do rada. Sustav vrijednosti obojice problematičnih suradnika su koristi, koje pridobivaju na radnom mjestu, i ne rad sam. Obojici je zajedničko razmišljanje, da imaju puno znanja i iskustva, te da ne potrebuju dodatne edukacije i da naprave još i previše. Zbog toga nisu pouzdani i odrade samo rutinske poslove, pored toga pa imaju pune ruke poslova, koji nisu u njihovom radnom opisu, a svedeno zapune njihovo radno vrijeme. Povezano sa teorijskim stavovima i p'promatranjem možemo samo djelomično potvrditi Tezu 2, koja kaže: »Na problematično vladanje zaposlenog utječu starost, motiviranost i sistem vrijednosti.« Velik dio problematičnoga vladanja zaposlenih je naime odvisan od vladanje vođe, koji takvo vladanje sa pogrešnim prijemima ili bez prijema podupire.

Vođa mora ocijeniti, da sve, što se dogodi pred problematičnim vladanjem, prouzroči sve što se dogodi poslije njega i još ga dodatno potencira. Samo ako se vođa na njega pravilno dozove, ga može odstraniti, inače se tako vladanje jača i uništava radnu klimu. Od vladanja vođe zavisi vladanje zaposlenih. Covey (2009, str. 48) kaže, da je problem u tome, kako problematičnoga suradnika vidimo i percipiramo. Vođe u obje organizacije slabo delegiraju radne zadatke i većinu toga su pripremljeni odraditi sami, zato je zaposlenima, koji si sami ne znaju naći dodatne zadatke dosadnoi, ne žele raditi i isto tako ne ulažu dodatne napore. Neželjeno vladanje jača jer ga se pobuđuje sa strane suradnika. K tome doprinose i vođe, koji to znaju i čak im još dodatno priskrbe pomoć. Problematično vladanje suradnika, koji protestira zaradi radnih zadataka se trenutno riješi, dugoročno pa ne prispijeva k boljoj radnoj klimi, nego ju stalno slabi. S navedenim zaključkom možemo potvrditi Tezu 3, koja kaže: »Pristup vođe uzrokuje problematično vladanje zaposlenih.«

Zanimalo nas je, da li na problematično vladanje utječu međugeneracijske razlike između suradnika i vođe. Zaključujemo, da je u primjeru neprofitne organizacije, gdje su vođa i problematičan suradnik iz različitih generacija, postojale i pripomogle k neželjenom vladanju suradnika. Vođa je naime došao u organizaciju nekoliko godina kasnije nego suradnik, je mlađi i u početku se je i sam tražio na prvom rukovodećem radnom mjestu. Suradnik je to iskoristio, te manipulacijom davao utisak o odlično izvedenom poslu. Vođa je poštovao starijeg suradnika, zato se mu na neki način i nije usudio suprotstavljati, te je najviše puta sam napravio važne poslove, koji su za organizaciju bili od ključne važnosti u danom trenutku , iako bi ih morao napraviti suradnik. To pa je dugoročno problem samo još potenciralo.

U profitnoj organizaciji su vođa i problematičan suradnik iz iste generacije, ali ipak postoji razlika u godinama i isto tako predstavlja problem problematičnom zaposlenom u smislu, da je iskusniji i ne uvažava činjenicu, da je vođa mlađi. Navedeno potvrđuje Tezu 4, koja kaže: »Razlika u generaciji vođe uzrokuje problematično vladanje zaposlenih.«

a vođenje problematičnih suradnika vođa treba imati širok spektar kompetencija, u koje ubrajamo i znanja i vještine sa područja kriznog vođenja. Identifikacija problematičnog suradnika te prepoznavanje svih njegovih osobnih i generičkih kompetencija naime nije jednostavna, a rad mora teći nesmetano u smjeru zacrtanih ciljeva. Drucker (2004, str. 36) o tome misli, uspješan vođa u takvim situacijama ne usvaja puno odluka, već se posveti onome, što je bitno. Studija primjera je pokazala, da oba dva vođe nemaju dovoljno kompetencija na području socijalnih i radno specifičnih kompetencija, te pravilno motiviranje vezano na starost i sistem vrijednosti pojedinačnog suradnika. Usprkos njihovoj usmjerenosti k ljudima i ugodnoj radnoj klimi, veliko povjerenje suradnicima još ne znači da je vođenje dobro. Navedeno potvrđuje Tezu 5, koja kaže: »Vođa mora svoje kompetencije stalno dograđivati.«

Vezano na primjere, objemaM organizacijama predlažemo, da se problematičnim suradnicima ne ugađa, nego da se promjeni situacija, koja je takvo vladanje do sada omogućavala. Izgleda da je lijen i nezainteresiran, jer ima osjećaj da ne može držati tempa mlađih, vođa ga pa ne zna primjereno motivirati. Kad mu pogleda kroz prste i čak mu odobri dodatnu pomoć, samo podupire njegovo vladanje odnosno lijenost. Potrebno je zaoštriti nadzor nad izvršavanjem zadanih radnih zadataka a i drugi suradnici neka mu kod toga ne pomažu. Vođa neka kontrolira, kako ispunjenje radnih zadataka napreduje, sve ok zadatci nisu ispunjeni, tek kasnije neka se mu daju drugi zadatci. Kada budu radni zadatci izvršeni, se ga nagradi sa pohvalom ili nekom drugom primjerenom nagradom. Postupno se mu može dodjeljivati ne samo rutinske nego i više zahtjevne zadatke.

Zaključak

Na osnovi otkrivenih karakteristika problematičnih suradnika smo zaključili, da razlika između problematičnih zaposlenih u profitnoj i neprofitnoj organizaciji nema i da su ključni problemi suradnika na području kompetencija i motivacije. Zaključile smo, da im nedostaje kompetencija sa područja socijalnih i radno specifičnih kompetencija i motivacije, što uvjetuje većinu problema i problematičnog vladanja. Za uspjeh i učinkovitost organizacije je dakle odgovoran vođa, koji treba kompetencije sa područja komunikacije, motivacije, osobnog razvoja, poznavanja modela vođenja, prenošenje znanja i timskog rada. Za rad s problematičnim suradnicima mora imati visoki stupanj moralnog razvoja, mora razumjeti promjene i raznolikost podređenih, mora graditi međusobne odnose, učiti se i znanje dijeliti sa suradnicima. Tek tada je sposoban uočiti i potražiti manjkavosti svakog pojedinca, posljedično smanjiti napetosti i preusmjeriti pažnju tako, da budu postavljeni ciljevi i zadatci ispunjeni. Bez trunke dvoumljenja je vladanje zaposlenih odaziv na vladanje vođe i vođa je odgovoran, da primjereno reagira u slučaju problema.
Problematičan suradnik prouzroči dodatno breme za vođu, istovremeno negativno utječe i na svoju produktivnost. S negativnim odnosom utječe na nezadovoljstvo i učinkovitost ostalih suradnika. Posredno se s takvim odnosom krha organizacijska klima, sve je više fluktuacije zaposlenih i pada uspješnost organizacije.
U organizacijama, koje smo proučavali , još nije bilo izvedenih proučavanja problematičnih suradnika, mada su se konfliktne situacije događale već i prije . Ograničenost proučavanja vidimo u situaciji, da je studija primjera bila jednosmjerna nastala na strani vođa, a nije bilo povratne informacije od strane problematičnih suradnika.

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THE PHENOMENON OF A TOTAL INSTITUTION

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Abstract
In literature, retirement homes are often described as total institutions. The aim of this paper is to determine the characteristics of the phenomenon of a total institution. We constructed a theoretical model, based on the interpretation of the film »One Flew over the Cuckoo's Nest«, and on the analysis of the literature. In this model, we interconnected nine factors of the total institution phenomenon: isolation from environment; stigma; discourse; behavior adjustment strategies of users; bureaucracy, discipline and control; mortification; authority of employees; therapy and (non-) work of users and the users' fear of freedom. The center of every institution should be a person, the user, for whom the institution was created. This article reveals that this is unfortunately not the case. And that exactly can be considered as the main phenomenon of a total institution. The heart of a total institution is bureaucracy, discipline, and control, with which the fundamental aim of total institutions is carried out - its existence.

Keywords: total institution, phenomenon, retirement home, mental institution, the film »One Flew over the Cuckoo's Nest«

Introduction

Retirement homes are often described as total institutions (Goffman, 1959, 1968; Weinstein, 1982; Mali, 2006). The aim of this paper is to determine the main characteristics of total institutions, with the help of methods of interpretation and analysis. Based on interpretation of the film »One Flew over the Cuckoo's Nest« and analysis of the literature, we form a conceptual model of the phenomenon of total institutions.

Just by looking at the title of the film »One Flew over the Cuckoo's Nest«, we can already define two factors of the phenomenon of total institutions: stigma and isolation from the environment. When you call someone a »cuckoo«, you stigmatize them. »Cuckoo's nest« can be understood as a nest for the crazy, isolated from the »normal« society. The main character of the film is a user named McMurphy, who pretends to be crazy to avoid working in prison. To determine whether he really is insane, he is transferred from a working farm to a psychiatric hospital. With his challenging and rebellious behavior, he starts to change life in the total institution. He starts to disturb the strict, set order. More than that, he tries to include all other users whose »self« and identity was not yet destroyed by the institution: »Chief« Bromden, stuttering Billy, compliant but hot-tempered Cheswick, »beautiful« Harding, and angry Taber.

Under McMurphy's influence the users of the psychiatric hospital start to change. They cheer up, learn to play basketball, poker, watch an imaginary game of baseball, go out to freedom, go fishing, and have a rioting party in the institution…

Even the highly professional nurse Ratched is no match for McMurphy. He poses a very big challenge for her. In any way possible, she tries to force him into submission. With different procedures of mortification, she drives McMurphy so far that he tries to strangle her. Only with the help of electroshock therapy, the institution turns McMurphy into a compliant user, a user without his own will. Only for a short time, though. McMurphy is rescued from the humiliating life in a total institution by Bromden, who smothers him with a pillow, while he escapes into freedom at the end of the movie.

The concepts of phenomenon and total institution are defined in the following paraghraphs. Based on the interpretation of the film »One Flew over the Cuckoo's Nest« and analysis of the literature, we determine factors that characterize a total institution. Then, we connect the factors into a conceptual model of the phenomenon of total institutions. We conclude with basic findings and indicate restrictions and possibilities for future research.

Theoretical framework

The concept phenomenon originates from a Greek word *phainomenon* and literally means "to show, shine, appear, to be manifested (or manifest itself)" (Wikipedia, 2014), or as explained by Heidegger "to let that which shows itself be seen from itself in the very way in which it shows itself from itself" (Heidegger in Vele, 2006, p. 24).

Goffman (1968, p. 11) defines a total institution as an organization, where the users are isolated from the outside world. Despite describing characteristics of psychiatric hospitals, Goffman generalizes its characteristics for retirement homes, too. In his dramaturgic theory, Goffman (1959) is the first one who warns about a phenomenon of a total institution, providing care and rehabilitation in accordance with clear rules of operation. Often, it deprives users of their human rights.

Weinstein (1982, p. 267) writes researchers of total institutions warn about their harmful influence on the users. As strict authoritarian systems, they force users to change their thinking and behaviors by humiliating them, giving strict rules, and restrict their rights, with the aim of their total adjustment to the institutional order.

Mrevlje (2007, p. 147, 162) defines total institutions as places, where users are situated into a distinct order of urgency, control, limitedness, apathy, and routine.

Goffman (1968, p. 17) realizes people are used to sleeping, working, and living in different places with different »co-players«, without a constant rational plan. When a person becomes a user of a total institution, crucial changes occur. They spend all the time located in the same place, under constant control of the authority, left without privacy, doing the same activities as the others, at the same time, all of which are strictly planned and oriented towards realizing the aims of the institution.
Suibhne (2011) finds even after 50 years since Goffman's book Asylums, its essence stays current. It is important to remind the institutions about the necessary humane way of working with the users and respecting their rights.
Based on the literature and the interpretation of the film »One Flew over the Cuckoo's Nest«, we can determine nine factors of a total institution phenomenon which are described in the following paragraphs.

Isolation from environment
Goffman (1968, p. 16) determines what total institutions have in common. According to him they symbolize an obstacle of social contact with the environment. Typical for them are high walls, locked doors, barbed wires, water, impassable woods, and bogs… Foucault (1998) describes how they started to establish institutions in the times of classicism, when they shut away the stigmatized people so they would not »infect the normal«. They put much effort into thinking how to properly isolate them from the environment, as they were afraid of them. Trstenjak (2010, p. 121), too, realizes people are afraid of the stigmatized institutions.
The beginning of the film »One Flew over the Cuckoo's Nest« can be interpreted as a display of the factor of isolation from environment. The film starts with shots of nature, the hills, the woods, and a bog. On the road through nature, a car comes by, driving the main character of the film McMurphy to a total institution. Isolation in the film is shown in a way that between the shots of nature and displays of life in a psychiatric hospital, the drive through the cities or villages, where normal people live, is not shown. The passage is made directly from nature to the total institution. More so, a high fence around the psychiatric hospital, barbed wire and bars on the windows can be interpreted as isolation from the environment. Strict door-locking mirrors the »closeness« of users in a total institution.
A change is made by McMurphy, who steals a bus full of users and drives them out to the environment to go fishing together with his friend from the outside world, Candy. The decisive night that changes the flow of events in the film is connected with the arrival of the »environment« - women and drinks into the total institution, which completely destroys control, discipline, and order of the institution.

Stigma
Coleman (1999, p. 201-202) finds stigma to be a social construct, stemming from differences. We use these differences to exclude different people, to avoid them. Južnič (1993, p. 122) sees stigmatized identity of a person as a source of difference, usually accompanied by a negative connotation. It is a social relationship towards a certain peculiarity of a person that is discriminated against by the society in its formation. In the film, in the psychiatric hospital, »cuckoo's eggs« are stigmatized, excluded from the rest of the world. As an example of the stigma described, we interpret the scene when McMurphy's friend Candy comes on the stolen bus and asks all the users if they really are all nuts. She does so only because she knows they all come from a total institution, which by the public opinion is a place where only crazy people are being held. Similarly, it is with the scene where McMurphy, in front of the doctor who evaluates his craziness, shows the kinds of ticks or visible features someone needs to have to be perceived as »crazy«.
Users of total institutions are characterized by a stigma of a disease, a flaw that is assigned to them. Even if you are not crazy, the institution that is made for the crazy makes you so.

Discourse
Foucault (2008, p. 9-10) realizes discourses of stigmatized people, such as »the crazy«, are not allowed to circle around since the Middle Ages forward. Their words are worthless, irrelevant. The level of craziness used to be recognized mostly from spoken words, which were never really truly heard. Even nowadays, the operation of institutions leads us to a premonition that the differentiation between accepted and unaccepted words exists. No one in the institution is to be allowed to enter a discourse, when they do not meet every demand.
Right at McMurphy's admission, the doctor reads in his file that one of his problems is talking when not authorized. And he continues to do that. Even more, the others start to copy his behavior and are punished with electroshocks.
Nurse Ratched hears only what she wants to hear from the users. She has a strictly measured time period for discourse. When the time is over, she refuses to talk any further. This is very obvious in a scene, where the users vote on changing the schedule so they can watch baseball. They have enough votes, shown with raising hands, but nurse Ratched refuses to consider the vote results, referring to the time table of the meeting. The time meant for discourse is over.
Bromden avoids any kind of discourse in the total institution by pretending to be a deaf-mute. Thus, he does not need to cooperate in the humiliating circle of the therapeutic group with nurse Ratched, but can think his own thoughts and all the time silently clean the floors.

Mortification

Goffman (1968, p. 26-27) finds that before entering the institution, every user has his own »self«, an identity. In the process of mortification, that »self« as well as any roles the user had until then, are destroyed. They are destroyed with various humiliating actions, bureaucratic acceptance procedures, numbering of clothing, undressing, bathing, dispossession of personal things, and assigning rooms… In the institution, a newcomer usually experiences additional humiliation from the employees. Trstenjak (2010, p. 127) states a user becomes an object, who is in the professional reports by the employees of the institution described predominantly with negative features, because they need to pay attention to those especially. The reports are to be objective, real, and without commendation.

In the film, too, we notice employees humiliating the users in different ways every day. When McMurphy is handcuffed and taken into the institution, nurse Ratched does not even look at him. She only takes his things and his documentation. In the therapeutic group, nurse Ratched asks the users about topics they are uncomfortable to speak about. When talking, they feel humiliated. They are without privacy entirely, completely »exposed«. In front of all other users, Billy is so humiliated by nurse Ratched because of his sexual intercourse with Candy that he slits his wrists, committing suicide. Right after that, without any feeling of guilt, she cold-bloodedly and degradingly instructs other users to bathe and prepare for the day according to the schedule. None of the demeaning procedures work on McMurphy, until they turn him into a »vegetable« with numerous electroshocks, which are a consequence of punishment for fighting a guard and strangling nurse Ratched.

Behavior adjustment strategies

Goffman (1959, p. 29-30) determines users adjust to the rules of institutions with abiding and discipline, so they pass the time in a total institution as easily as possible. Novak (p. 6) writes development model of human identity accentuates that identity includes constant adjustments to time and space. Users of total institutions choose their own survival strategies. By Merton (in Ambrož, 2005, p. 189), there are five types of survival strategies: conformism, innovation, ritualism, withdrawal, and rebellion.

In the film, most of the users diligently obey the rules and behave in a way that is expected from them by the employees. They choose conformism. But the exception is rebellious McMurphy, who acts »crazy« because of his own goals. He wishes the other users to become more rebellious, because of the gross violation of their rights and inhumane treatment.

A special behavior adjustment strategy is chosen by Bromden, who pretends to be a deaf-mute and is therefore excused from the therapeutic circle with the relentless nurse Ratched. He lives in his own world, cleaning floors until he starts to »wake up« under McMurphy's influence. In McMurphy, Bromden sees his rebellious father, who others always did injustice to. When McMurphy is finally completely devastated because of the electroshocks, Bromden gathers courage and changes his behavior adjustment strategy from withdrawal to rebellion. »Rebels are a social group of people, who wish to change their cultural goals and means for reaching these goals with different ones« (Ambrož, 2005, p. 189). It is an adjustment strategy until the end.

Bureaucracy, discipline, and control

Mrevlje (2007, p. 152) sees institutions as a lead, bureaucratic, controlled, and structured way of living and thinking of the users. Foucault (2008, p. 123) understands discipline as a system, including control, normalization, punishment, and education. The users need to obey the order, which is explicitly set by the law, the program, and the schedule.

Foucault (2008, p. 152) warns about the importance of architecture of a building of a total institution for its efficiency. It needs to enable control for as few employees as possible to control the highest possible number of users. Ideal architecture for achieving that is Benthan's Panopticon, used in building numerous total institutions.

In the film, control with the help of architecture cannot be interpreted, as the whole building is never shown. The bureaucracy, discipline, and control are impersonated by the cold and strict nurse Ratched. Even when McMurphy is admitted, she pays attention only to the papers, documentation, and not at all to human contact. She allows no changes to the schedule, to the established rituals. When medication is to be administered orderlies announce it on speakers. The users immediately stop with activities and form a line in a disciplined way. Thus, they can be controlled and everyone takes and drinks what they have to. McMurphy is the first to ask what he is given, but gets no answer. That is how it is. 'Why' is not a question that would provide an answer in a total institution. That is the regulation.

It is mandatory, too, for the bedrooms to be locked during the day. Closeness of bedrooms can be interpreted as a form of control, as the users are more easily controlled in the common rooms than in individual bedrooms. Controlling of nurse Ratched is obvious in other scenes as well, for example when she looks out the window on the basketball court. She observes how McMurphy is teaching other users new skills, changing their monotonous lives in the total institution. She controls what happens also when McMurphy pretends to broadcast the baseball game. All users cheer up and become louder, and that is when she starts to scream »Gentlemen, stop this. Stop this immediately«, 'as an attempt to control the situation. When she fails to handle it alone, she calls for the orderlies, who take the »troublemakers« to get electroshocks.

The power of bureaucratic total institution, which treats users as objects of control, is well seen in the scene when an orderly scornfully says to McMurphy: »You still don't know where you're at? With us, baby, you're with us. And you're gonna stay with us until we let you go«.

Authority of employees

Goffman (1968, p. 18-19) alerts there is a huge gap in total institutions between a large number of users and a significantly smaller group of employees, who control the users and take care of them. The users are held in the institution night and day, while the employees have regular contact with the outside world. Typical for the institutions is a shortage of employees at night and during the weekends and holidays, when only the person on-duty is present. The groups of users and employees are stereotypically hostile towards one another. The employees see users as subordinate and insignificant. The users perceive employees as evil and arrogant. The staff feels powerful, superior, while the users are frightened, powerless, guilty and worthy of bad treatment.

Stanford experiment under Zimbardo in 1971 shows the kind of authority and superiority the staff creates over the users in total institutions. Even though it is a made up game of role-playing, it becomes so dangerous they have to shut it down only after five days (Josh, 2009).

The authority of the employees, which is allowed by their position in the institution and its bureaucratic rules that demand discipline and control, is well reflected in the film. The employees embody the institution, fact most seen in nurse Ratched. The users have no rights. The employees are allowed to listen to the baseball game, while the users are not. The employees can leave the institution every day, users can not. The orderlies also talk about the users disrespectfully and degradingly. »What the hell are you talking to him for? He can't hear a fucking thing…it don't help him none« an orderly says to McMurphy when he is giving instructions for playing basketball to »chief« Bromden. The employees push the users, forcefully drag them, and physically engage them.

Fear of freedom

Trstenjak (2010, p. 141) determines that lack of help, courage, and will causes users of institutions to adjust to employees making decisions instead of them. Novak (p. 4) warns psychiatry seemingly successfully compensates for many parts of responsibilities of an individual, giving the user objective diagnoses of their disease.

Users of institutions can shift responsibility and decisions about life to the institution, the employees, who then decide instead of them. The institution makes them feel safe in the arms of strict rules and hierarchy, which is clearly mirrored in the film when none of the users wish to escape to freedom with McMurphy. McMurphy is shocked when finding out that most of the users, with the exception of Chief Bromden, angry Taber and some chronic patients, are in the institution voluntarily. That is why they do not want to change their behavior. Though, they do slowly start to change their behavior by shifting their responsibilities to McMurphy. When he kidnaps them to take them to freedom in a bus, to go fishing, none of them resist because they trust him. They trust him to make decisions for them in the outside world. Otherwise, they would be afraid of the freedom.

Therapy and (non-) work

In his book 'Against therapy', Masson warns about differentiating between written professional goals and the actual achieved goals of psychotherapy. Psychotherapy is acceptable only when it fully accepts an individual with problems, as he is. But as every kind of therapy tries to change the individual, it means it does not accept him. Superiority of a psychotherapist over a passive patient is typical as is imposture of prejudices. Especially harmful is (or was) the biological hospital psychiatry, affecting patients with medicaments and electroshocks (Masson in Novak, p. 4).

In the film, therapy is shown mostly in the form of therapeutic conversations in a circle of users and nurse Ratched. For her the goal of therapy was to get them to share their most intimate life experiences, while others have to analyse them. By doing so, they are humiliated. Even locked bedrooms during the day are explained by nurse Ratched as part of »therapy«, because that way the users are socializing instead of being alone in their rooms. Whenever one of the users is not compliant enough or disturbs the order, they are given electroshock therapy. The electroshocks can be interpreted as punishment for indiscipline and order disturbance rather than therapy.

Therapy in total institutions is supposed to be work, too. We do not see that in the film. Foucault (2008, p. 167) explains work has a triple function: productive, symbolic, and training function. Therapy work maintains the triple function as well, even though the emphasis is mostly on symbolic and training function. Thus, with the help of work, discipline in the institution is maintained.

However, we witness various forms of non-work in the film, activities with which users pass time in the total institution: playing cards, gambling, playing monopoly, watching television, dancing, cleaning floors, punching a boxing bag with a stick, and looking out the window… In one scene of the movie McMurphy gets angry with compliant and fearful users and he asks them whether they are really playing cards or just passing boredom.

Methodology and findings

Based on the interpretation of »One Flew over the Cuckoo's Nest« film and analysis of the literature, we form a conceptual model of the phenomenon of a total institution.

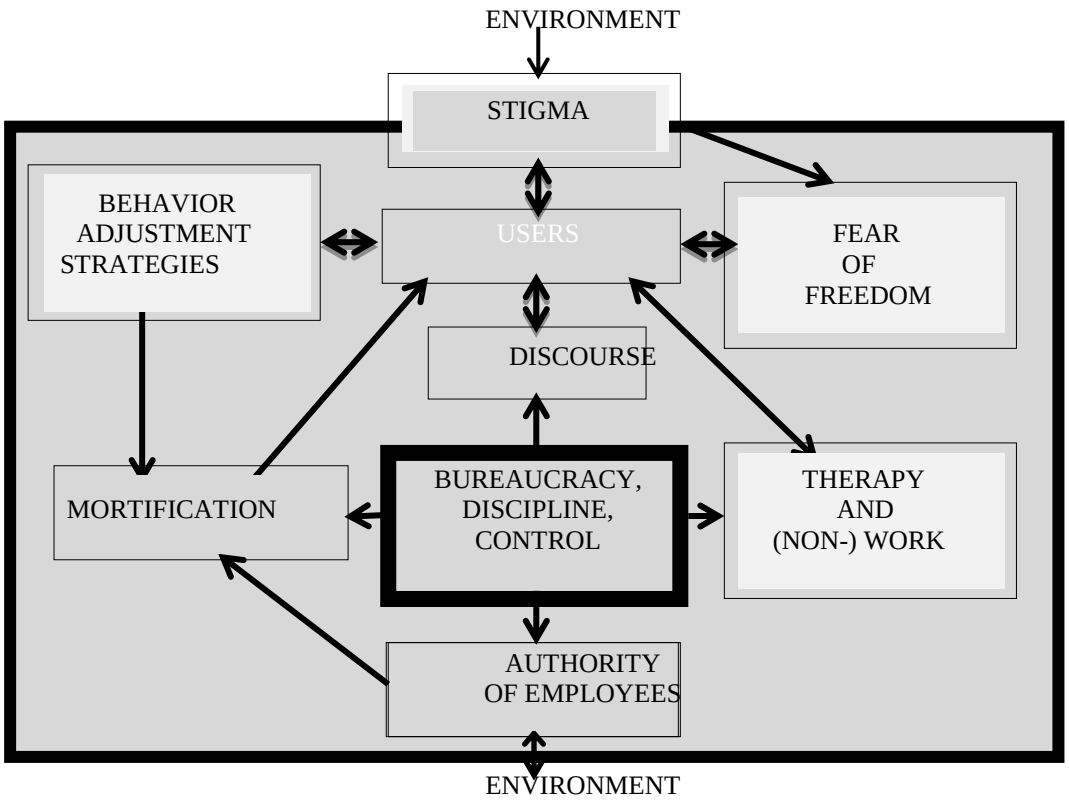

Image 1: Conceptual model of a total institution phenomenon

Explanation of the conceptual model of a total institution phenomenon

In Image 1, a total institution is represented by a grey rectangular shape, outlined with a bold black line. The white surface of the bigger rectangle represents the environment of a total institution. The bold, black line represents the isolation of the total institution from the environment, which is one of the factors of the model of a total institution phenomenon. The other factors, which we define the total institution phenomenon with are: stigma; users; discourse; bureaucracy, discipline, and control; authority and employees; mortification; therapy and (non-) work; behavior adjustment strategies; and fear of freedom.

The users are in the black rectangle, because they are not especially exposed in theoretical framework, as they are directly connected to most of the factors of the total institution model. Most of the connections in the model are linked to and from the rectangle of users.

The heart of the total institution model is represented by the rectangle of bureaucracy, discipline, and control. No arrow leads to that rectangle, all arrows go out of it, meaning that bureaucracy, discipline, and control largely influence the total institution phenomenon.

In the model, factors stigma and employees connect the total institution to the environment, therefore they break the bold, black line, which represents isolation of the total institution. The environment sees a total institution in the light of stigma of its users. The total institution is connected to the environment every day by the employees, who enable discipline and control in the total institution. The employees come to work from the outside environment and go from work back to the environment. Stigma is typical for all users of the institution. Even if they are normal, the environment brands them with a stigma of »abnormality«. The users affect the stigma and vice versa, the stigma, which is socially attributed, affects the users.

The users identify with the stigma, which is shown in their discourse. The latter is restricted and defined by strict bureaucratic rules, discipline, and control. The users are allowed to speak only in a certain way, at a certain time, and in accordance with certain rules.

Bureaucratic rules, discipline, and control also affect the employees, who have to work in accordance with specifically determined rules. The employees personify the total institution. They have authority. They carry out the procedures of mortification. More so, they carry out the therapies for users, give work to them, order non-working and free time.

In a total institution, the users undertake a special role, which by unwritten rules should be the same for all. Although, it is not so, as every user chooses their behavior adjustment strategy. The strategy decisively affects how the user survives

every day in the institution. Also, it affects the kinds of mortification procedures befall them, as well as the type of therapy the institution orders for them.
One of the important factors of the model is users' fear of freedom, of life outside and of the institution. Such fear includes fear of decision-making, fear of responsibility, and fear of stigmatization from the environment. All these fears influence conformism of the majority of users of total institutions. The model is only limited by the fact that it is based on one interpretation of the film »One Flew over the Cuckoo's Nest« and the chosen literature. It may be interesting to study in practice the existence of stated factors of the total institution phenomenon nowadays. Based on the fact that the literature marks retirement homes as total institutions, we will study in the doctoral dissertation which of the factors can be attributed to the retirement homes in Slovenia.

Conclusion
The center of every institution should be a person, a user that the institution was made for. This paper clearly shows this is not the case. And that alone can be understood as the main phenomenon of a total institution. The heart of a total institution is bureaucracy, discipline, and control. With it the basic aim of a total institution is realized - its existence.

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EXCELLENCE IN INTERCULTURAL DIALOGUE

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Abstract
In this paper, we have studied the impact of intercultural dialogue on the excellence of individuals in the case of the Roma settlement Svržaki based on the theoretical starting points and with the use of qualitative methods. Method that was used as a measuring element was an interview with two Roma and two non-Roma families. One Roma family consisted out of six people, and second Roma family was consisted out of ten persons. In the case of non-Roma families, one family had four members and the second had three members. It was expected, with regard to the Roma and non-Roma families that we observed, that several cross-cultural differences would emerge especially in the field of communication, values, lifestyle, thinking habits, work habits, education and living conditions, as well as in terms of organizational significance where increased engagement of Roma and non-Roma communities, municipalities and country in addressing intercultural dialogue in the case of the Roma settlement Svržaki was expected. Corporate social responsibility is

reflected in increasing interest in the regulation of this issue by both, Roma and non-Roma communities. This is our first such survey in the Roma settlement Svržaki in the field of intercultural dialogue of excellence - research will take place in this, one settlement. Because the study included a sample group of the Roma community it was also expected from their side (the Roma community), a sense of discrimination. Questions about the fairness of the answers were also raised.

Keywords: Roma settlement Svržaki, personal excellence, cultural differences, intercultural dialogue, stereotypes

IMPROVING THE CARE OF AGING CONSUMERS: ANTI-AGEISM MARKETING STRATEGIES FROM SOCIAL GERONTOLOGICAL POINT OF VIEW

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Abstract
Ageism, stereotyping and discriminating against people based on their age, can be presented, not only negatively, but positively as well, thus having a beneficial impact on marketing strategies. Because of population aging, a new approach of anti-ageism marketing strategies is to be taken. The increasing size and buying power the aging consumer segment can offer becomes very important for both sides – supply as well as demand. Aging consumers share desire and ability to buy different products and services, and nowadays, this large group of consumers represents the consumer group of the present and the future. They are more likely to favor products and services oriented on cost reduction. Linking the two, economics and demographic facts, is social gerontology. In this paper, we determine how the biggest Slovenian retailers approach aging consumers as well as the age-friendly marketing strategies they develop. More so, our study findings show whether the anti-ageism strategies are well-received among elderly consumers.

Keywords: ageism, aging consumer, anti-ageism marketing, spending power, cost reduction, social gerontology

Introduction

Current demographic trends show a considerable growth in elderly population. Rapid growth of the elderly is to be experienced for centuries to come. Population aging brings changes in needs, wishes and abilities as well as challenges society's attitude towards the elderly. Tackling the problems of elderly people on social, medical, economic, and personal issues with studying the processes of aging is a multidisciplinary approach – the field of social gerontology. People still make assumptions about aging, perpetuating stereotypes and misconceptions about reality of living as an elderly person. Ageism or discrimination against people because of their age usually means treating them in a negative way, though there is space for positive connotation as well. Considering societies worldwide are aging, a need for improvement in quality of life of the elderly presents itself as does the importance of enabling them to be active participants in the society. Modern society is often described as a consumer society (Smart, 2010), depending on spending of the population. Because of different needs - for food, clothing, transportation, shelter, health care, education, finances, etc., everyone is a consumer (Hilton, 2009). Companies are starting to recognize potentially large financial benefits in maybe the largest consumer group – the elderly consumers, who are, as external stakeholders, seeking to hold companies accountable for anti-ageism marketing strategies. The inefficiency of former marketing strategies resulted in a new innovative way of accepting demographic and gerontological facts and thus creating the anti-ageism marketing strategies, oriented towards elderly consumers. Round the world, numerous companies are trying to provide authentic products and services for benefiting the aging consumers. Currently, opportunities to make improvements in marketing strategies oriented towards aging consumers benefit from this consumer group. This kind of economical or corporate social responsible thinking is not only detected in Slovenia, but also accepted on the global marketing scale. Companies worldwide are starting to offer a variety of different benefits for elderly consumers, but since each one offers very specific benefits, comparison between them is thought-provoking. This paper discusses the opportunities and the challenges of anti-ageism marketing strategies of the three biggest retailers and supermarket chains in Slovenia – Mercator, Spar, and Tuš. Adding value to the presentation of the new, already established anti-ageism marketing strategies in Slovenia is our study, determining whether the strategies are well received among the elderly consumers.

Aging and ageism

Population aging is expected to be among the most prominent global demographic trends in industrialized and developing countries of the 21st century, because of many important socio-economic and health consequences. On one hand, population aging represents a success story for mankind in a sense of finding an answer to questions about achieving old age, and on the other is a profound change in age structure of the population (Leonid, Gavrilov &

Heuveline, 2003). Stevenson (2008) points out it is no secret why the aging process is "going wild", people are living longer and having fewer children. The decline in death rate at advanced ages will play a huge role in determining the future of "generational strategies" (Kinsella & Phillips, 2005, p. 10). Ramovš (2003) explains aging as a process that starts with birth and ends with our death. According to him, until the age of 30, each individual is in a process of maturing, and after the age of 30, gradual decline of all organ systems begins. According to Pečjak (2007), there are four stages of aging, each of them bringing different challenges for each individual - 55 to 65 years (late middle age), 66 to 75 years (younger age), 76 to 85 years (middle age), and 86 and older (old age). Hojnik Zupanc (1997, p. 3-4) identifies three different kinds of age - chronological age (age according to the calendar), biological age (age of the body based on biological functioning) and psychological age (how old a person feels). Stanojević-Jerković (2006) argues conditions for dignified aging are created on many levels - the level of legal state, the civil society, and families. The term ageism was coined by the psychiatrist and gerontologist Robert Butler in year 1968. From the first use of the term ageism until now, many definitions of ageism appear in the academic sphere. The most widespread and used definition of ageism is about discrimination of individuals due to their age, and comes from Butler (Legacy Project). Assisted Living Federation of America as an advocate organisation on behalf of seniors defines ageism as a form of discrimination and prejudice, particularly experienced by seniors. Ageism as a negative social form can rob seniors of choice, independence, and dignity, and negatively impacts their quality of life (ALFA). Vidovićová and Rabušic (2005, p. 5) recognise ageism as an ideology based on the conviction about qualitative inequalities between individual phases of the human life cycle. They believe "it manifests itself in the process of systematic, symbolic as well as real stereotyping and discrimination of people and groups on the basis of their chronological age and/or their belonging to a certain generation". In Madrid, the United Nations International Plan of Action on Aging was adopted in 2002, and recognized as an important document from countries throughout the world. The International Network for the Prevention of Elder Abuse is an independent, non-profit organization, incorporated under the Laws of the Commonwealth of Massachusetts, USA. They have introduced the first "World Elder Abuse Awareness Day", for sharing information, learn, discuss the issues of the elderly, and become involved with the collaboration of individuals, agencies, organizations, non-governmental organizations, governments, local communities and companies (INPEA).The Canadian Network for the Prevention of Elder Abuse, dedicated to the prevention of the abuse of older people in Canada, identifies ageism as a social attitude or a way of stereotype looking at older people (CNPEA). An opportunity to reflect on how European society is prepared for the demographic fact of aging was European Year for Active Aging and Solidarity 2012. Proclaimed by the European Parliament for recognizing that remaining active even in old age is greatly important, its intention was finding and establishing new practices and encouraging policymakers and stakeholders to promote active aging at all levels (European Parliament, 2011). Since 2009, on 29th of April we celebrate the Day of Intergenerational Solidarity in Slovenia, in order to eliminate prejudices and objections to different generation(s). Today's demographic facts on a global scale raise new challenges regarding to development of marketing strategies for the biggest consumer group - the elderly consumers. Aging is not only a personal issue according to Trstenjak (1998), but a global social phenomenon. For that matter, Slovenia approved many important documents pertaining to aging and old age (Ovsenik, Fister & Lipič, 2012, p. 313) divided on Slovenian and other documents:

- The Framework of Economic and Social Reforms for Increasing the Welfare in Slovenia 2005 (Slovenian government 2005);

- Resolution on National Programme of Social Care (Official Gazette RS, No. 39/2006);
- The Strategy of Care for the Elderly till 2010 (Approved from Slovenian government in year 2006);
- Social Security Act (Official Gazette RS, No. 3/2007-UPB2);

- Pension and Disability Insurance Act (Official Gazette RS, No. 109/2006-UPB4);

European documents in the field of ageing – oldness:
- European social document (2000);
- The international plan of measures dealing with ageing (Madrid, 2002);
- Declaration and the regional strategy for the implementation of such documents (Berlin, 2002);
- European Charter on Rights and Privileges of Elderly Persons in Nursing Homes (Maastrich, 2003).

Consumer society and consumerism

Modern society is often described as a consumer society (Smart, 2010). According to Hilton (2009), everyone is a consumer because of different needs - for food, clothing, transportation, shelter, health care, education, finances, etc. Emerald (2004, p. 6) explains how for many decades, advertising industry worked hard to convince the general public of many needs they were unaware of before, the so called "false needs". Consumerism can also be seen as a substitute for happiness. Schor (2002, p. 4-7) explains the difference between the old and the new consumerism as a shift from comfortable to luxurious consumer thinking, whereas the largest role is played by the media - television. Leventhal indicates characteristics of aging consumers are unique and can have a significant impact on financial growth of the

companies because of the different aging values as: autonomy, connectedness, personal growth, altruism and revitalization (1997, p. 2-3). When companies recognize and implement these characteristics in their business strategies, they benefit. Pak and Kambil in their report for Deloitte stress out four factors: biological (changes in vision, hearing, strength, etc), psychological (learning new information declines with age), social and economic (changing patterns of saving, consumption and investment) that will most affect the aging consumer behaviour. They named them ageing boomers or silver liners which represent a significant market growth opportunity (2007, p.50-51).

According to Todd (2012, p. 49), consumerism is not only an economic system, but can also make possible for a person to move from one area of society to another, independent of circumstances of race, gender, place of birth, or age. Miles (1998, p. 4-6) argues consumerism should not be morally condemned, but has to be considered as a way of life, or better yet an everyday experience of social life in capital(ist) structured societies, which emerged after World War II as mass market based societies, and before that with industrialization. Sustainable consumerism teaches us how to use and benefit from products and services in our daily lives (Osgood Sustainability Consulting, 2014). Beabout and Echeverria (2002, p. 347) agree the logic of workers in the roles of producers of goods changed after World War I, and are now viewed as paying consumers as well. Responsible consumerism begins with an understanding that the products we buy affect the quality of life of people around the world. Therefore, it is important to choose companies that care about human rights and the impact of their decisions on people and environment (Richmond Justice Initiative, 2014).

Aging consumers are the fastest growing group of consumers. Firstly, they were perceived as uninteresting from the point of view of marketing (Moschis, 1992). The 'greying economy' is often defined negatively by companies, thus the aging consumer encounters various prejudices and stereotypes against them (Kohlbacher & Hang, 2007). Contrary to the fact that aging consumers are a part of a fast growing demographic segment, stereotypes of their consumer behaviour still remain (Cole et. al, 2008). Studying everyday conversations between the elderly, Coupland and Coupland (1993) determined even the elderly themselves use ageist predispositions in certain aspects. Although, Madarasi (2013) finds aging consumers in Slovenia wish to be shown realistically and despise overly youthful images and stereotypic display of life in old age. More so, Madarasi determines Slovenian commercials for aging consumers are boring and unimaginative, and appearance of aged consumers in ads is very low. Robinson, Popovich, Gustafson and Fraser (2003) add that in magazine ads, older adults are shown as objects of ridicule, but when it comes to showing realistic issues elderly encounter in old age, they do not think it offensive.

Despite the fact aging consumers are mostly overlooked in marketing, which focuses on the younger customers instead, they still are interesting from a marketing viewpoint (Szmigin & Carrigan, 2001). More than that, they explain aging consumers present a wide specter of identities, which makes them a potentially complicated focus group in marketing. Without explicitly excluding younger consumer and nearing the elderly consumers, we need to pay more attention to their autonomy, which represents a synonym for a good life of every person (Kohlbacher & Herstatt, 2010).

Relations between elderly and young consumers were studied by Nicholas (2011), who determined intergenerational relations have a great impact on perceiving of people as consumers, and categorizes people in four generational groups: traditionalists (born before 1946), Baby Boom generation (born between 1946 and 1964), generation X (born between 1965 and 1980), and generation Y (born between 1981 and 2000). Because of entrance of the baby boom generation in old age, adjustments of marketing strategies for aging consumers are to be considered (Yoon, Cole & Lee, 2009). We believe business practices are to be more oriented towards the aging consumer, not only for economic reasons but also for socially responsible reasons. Companies and organizations have an interactive relationship with the society and the environment. If they want to continue to operate effectively, they should be greatly interested in the facts of society of aging consumers.

Aging consumer nowadays is a selective consumer, knowing what they want, the quality of a product or service they expect, and what price they are prepared to pay for them (Boxler, 2008). They became a wide-spread and profitable market group (Branchik, 2010).

Based on Christensen's (2006) theory of disruptive innovations, i. e. innovations that disrupt the existing market with introducing a product or a service in an unexpected way, they can be a lever for benefits, for the businesses as well as the consumers. Such innovations help to create added value to the market and push out old and obsolete technologies.

Despite the growing attention paid to aging and technology nowadays, there are still very few studies done, content or empirical, in regard to the topics. With an approach, joining conceptual development with empirical research and the help of disruptive innovation, Kohlbacher and Hang (2011) determined:

- Elderly consumers always demand only the best and the most efficient products and services, which are easy and safe to use, and are financially accessible;
- Elderly consumers demand new product and services they never used to demand or were unable to demand before;
- Ageless products and services are a great field for disruptive innovations;
- Disruptive innovations for 'silver market' are especially efficient because of their usefulness and efficiency, including simple use and financial accessibility, which helps to increase their expanse among elderly consumers.

In the Handbook for Implementers of ISO 26000, it is stated that companies have responsibilities to their consumers - truthful advertising and marketing, providing clear and helpful user information, providing support services and recall

procedures, etc. More so, respecting consumer rights is an aspect of social responsibility (Handbook for Implementers of ISO 26000, 2011, p. 31). The Green paper on Corporate Social Responsibility is oriented only on companies and persons with vested interest in them (Green Paper on CSR, 2001). ISO 26000, a voluntary International Standard, Guidance on Social Responsibility was created for implementation in any kind of organization (public sector, private sector, non-governmental organizations – NGO's) and individual use. When an organization chooses to adopt the ISO standard 26000, it may generate more effective or innovative marketing strategies with added social responsible components. This is an important step along the way to achieve friendly marketing environment for all consumer groups. It is for the marketing experts to identify and explore community needs that meet the organization's objectives.

Anti-ageism marketing strategies of the three biggest retailers in Slovenia – Mercator, Spar, and Tuš

Consumers at the end of the food chain are sending signals about the acceptability of food products through their purchasing decisions (Albisu, Hencion, Leat, Blandford, 2010, p. 250). Miocevic (2011, p. 246–255) argues the concept of purchasing should provide value for the direct downstream customer in the supply chain and that this value represents the measure of its effectiveness. Purchasing is the function of buying goods and services. Therefore, purchasing signals are important for all stakeholders in the food chain, the retailers, food service enterprises, processors, primary producers (farmers), and, generally, governments or public policy makers, for developing innovative practices. The Green Paper encourages the development of innovative practices, greater transparency and to increase reliability in evaluating and validating the various initiatives undertaken in Europe (Green Paper on CSR, 2001). New era calls for new approaches, which connect gerontology, social gerontology, gerontagogic methodology and best practice with the elderly (Pečjak, 1998), as the topic of old age and aging is one of the most current topics of today.

Elderly consumer market in developed countries

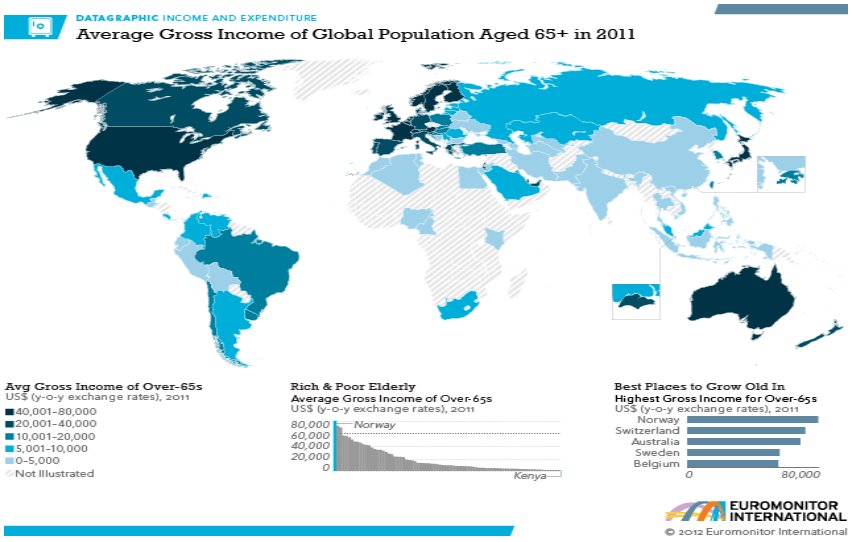

Image 1: Average gross income of global population older than 65 years of age, 2011
Source: Euromonitor, 2013

The rising share of population aged over 65 years will have effects in the form of a growing elderly consumer market. In the developed hemisphere, people aged 65+ generally enjoy high incomes from a portfolio of investments including pensions, property and financial instruments. Companies can generate growth in these markets by stimulating demand among older consumers (Euromonitor, Elderly consumers, 2013). Laufer, Silvera and Mayer (2005, p. 13) suggest these demographic facts call for more research related to aging consumer market, to increase the understanding of this important market segment.
In the online Global guide for retail (Global guide for retail and food & beverage property professionals, 2014), Slovenia is described as a very small market in Central Europe, which borders to Italy, Austria, Croatia and Hungary and a retail market with:
- Major domestic food retailers - Mercator, Tuš;
- Major international food retailers - Spar, Lidl, Hofer;
- Major domestic non-food retailers - Big Bang (electronics), Merkur (DIY);
- International retailers in Slovenia - Inditex Group, dm, Müller, H&M, Swarovski, Marks & Spencer;
- Food and beverage operators - McDonald's, Burger King, Coffee Shop Company.

The Euromonitor International Report on Grocery Retailers in Slovenia points out, that the most important influence on grocery retailers in Slovenia in 2012 was the unstable economic situation. Slovenian consumers have become much more prudent when shopping for groceries, planning their purchases in advance and comparing prices among different retailers online, in catalogues and on place. With many price sensitive consumers, classic retailers continue to use discounts (Euromonitor International Report, 2012). Targeting specific consumer needs and consumer groups additional to launching products in smaller packages have become major trends in retailing in Slovenia.

Mercator

The largest retailer in Slovenia is Mercator d. d. (Full name Poslovni system Mercator d.d.), with operations in a number of food and non-food sectors (Global guide for retail and food & beverage property professionals, 2014), main activity of which is G 47.110 – retail in non-specialized food retail outlets. In year 2012, the number of Mercator employees in Slovenia was 11.794 and 23.920 worldwide. The Slovenian number of retail units in year 2012 was 962, worldwide 1.600. The controlling company of the Group operates in nineteen companies in Slovenia and 17 associate companies operate under the Mercator Group on the other seven markets of South-eastern Europe.
The primary and most important activity of the Mercator Group is the retail of fast-moving consumer goods, complemented by a range of supplementary services. As a socially responsible system, Mercator cares for the consumer, not only with fulfilling legislative requirements but also in meeting customers' expectations. Therefore, Mercator provides customers with a comprehensive offer that meets their needs and wishes. In order to do so, Mercator gave their customers the opportunity to take part in the creation of advertisements and to contribute their videos and photos of their memorable experience as an innovative communication approach in order to convince the customers that they are the best choice. More so, the report states social and demographic trends related to population aging call for new marketing strategies – neighbourhood stores, comfort stores, senior discounts, etc. (Mercator Annual report, 2012, p. 3-4).
Every Thursday, with a purchase of 20€ or higher value, Mercator used to offer a coupon for a 10% senior discount, when a senior shows a '*retirement card*' or Association for pensioners' membership card. The coupon was to be used on the next Thursday and was deducted from the final purchase value. Exceptions to the offer are franchise Mercator stores. Relatively often, seniors were given the 10% discount without having to have coupons. Very recently, since 1st of March of 2014, the senior discount coupons are no longer in use. Instead, a new form of senior marketing strategy emerged. Seniors are identified with the so-called *Pika card*, with which customers collect points and with a certain amount collected, get bonuses. On this card, persons' information is stored, whether they are members of certain discount clubs or not, i. e. Club Senior. Every Thursday from 27th of March until 29th of May 2014, senior club members gain double *Pika card* points with purchases valued 20€ or more in Mercator grocery stores. The offer is not valid in franchise Mercator stores or online Mercator stores, nor when buying transport packaging, tickets, value cards for mobile phones, stamps, scratch cards, revenue stamps, parking tickets, Zvezdar gift cards, tickets, tobacco products, vignettes, reloading Mercator gift cards, Klik online banking services, winery products, packaging returns or purchasing car tires. After May, a different strategy is to emerge supposedly, though currently unknown.

SPAR

Another large retailer in Slovenia is SPAR organization, which comprises 12,331 stores in 35 countries on 4 continents and takes care of the needs of over 10 million consumers every day. Despite the economic crisis, SPAR has achieved growth in retail sales, and consumers responded to the financial crisis by placing more attention on value and price (SPAR). In response to the increasing focus on consumers all ages, on price and value, SPAR International has developed its Buying and Trading service in which 25 countries were supplied with SPAR private label products. In SPAR Annual Report 2012, they state consumers continue to seek value by buying more private label and promotional products which put pressure on sales and margins (SPAR Annual Report, 2012). In year 2013, SPAR included 32 supermarkets, 44 hypermarkets Spar, 13 Mega markets Interspar and 1 SPAR City; in total, 90 retail entities under SPAR International system in Slovenia.
Spar offers different senior discounts to its customers. Senior's day in Spar is in the beginning of each month, exceptionally later in the month; the exact date is announced in the media. On that day, seniors are entitled to 10% discount for the first purchase in the day. Their senior status is expressed with SPAR plus card, where information is stored for rights to senior discounts. The card can be used by the whole family, as the card holder can distribute stickers among family members, which serve the same purpose as the card. The person, who first carries out a purchase, is entitled to senior discount, when showing the card or a sticker.
The 10% discount excludes purchases of tobacco products, magazines, newspapers, vignettes, packaging returns, Spar gift cards, Tchiho products, charging mobile phone cards (Mobi, Bob, Izi mobil, Simpl), Sim cards of mobile operators, Zvezdar gift packages, and purchase or reload of Urbana card.

Tuš

One of the three leading retail businesses in Slovenia is TUŠ, founded in 1989 in the third largest Slovenian city, Celje. TUŠ Group offers their costumers numerous goods and services in the food/non-food field, operates shopping malls. Until recently, it had its own TUŠ Oil – chain of fuel filling stations (recently sold to a Hungarian owner), and until last year Cinema centres in its shopping malls (now owned by Austrian company Cineplexx – also a movie provider). In March 2012, TUŠ Group has won the World Finance Corporate Governance Award. At the Food Cooperation Forum in Vienna 2012, it was pointed out that TUS is present in several market segments and has over 4.300 employees. As the third largest retail company in Slovenia, TUŠ is present in all major Slovenian cities, with 93 grocery stores and 111 franchises (Food Cooperation Forum, 2012).
Tuš Group offers specialized offers for senior consumers, too. Showing Tuš Club membership card and retirement card, every senior citizen can become a member of Tuš Senior Club, and is therefore entitled to some privileges. Before each purchase, senior status of the customer must be confirmed, and every Wednesday, the costumer is entitled to 11% discount with the first purchase of the day, which is transferred onto the Tuš Club card in the form of D*Nar (eng. CASH). Seniors can use these 11% on their membership cards partly or entirely with the next purchase in the whole Tuš Group (Tuš store and franchise, Extra Tuš, cosmetics store, bowling and billiard in Planet Tuš, Planet bars, candy store and café De la Crème, or Oslarija nook for children). Wednesday's senior discounts are not carried ut in Extra Tuš stores.

What all three largest retailers have in common is they offer different discounts to elderly consumers, who have to identify themselves with their retirement cards (at least the first time to become members of discount clubs), a picture of which is shown below (Image 2).

Image 2: Retirement card

With this card, the elderly in Slovenia are entitled to various discounts by other service providers as well, for instance railroad transportation, cultural events, spa treatments etc.

Empirical research

In our study, we use quantitative and descriptive method of research. We collected the empirical data with short semi-structured interviews, with which we determine acceptance of methods of anti-ageist marketing strategies among the elderly consumers. We try to find whether the elderly consumers know the existing senior consumer offers, if they take advantage of them, and if the ways to use senior discounts offered to elderly consumers are well-received. The data was collected between 28th of February, 2014 and 2nd of March, 2014. Study respondents were participating voluntarily, knowing the data will be used for research purposes and their anonymity assured.

Table 1: Study sample

Sample	Category	Frequency (f)	Frequency in % (F%)
Sex	Men	4	50%
	Women	4	50%
Age	70-75	2	25%
	76-80	2	25%
	81-85	2	25%
	Over 85	2	25%

Using non-random, convenient sampling, we included 8 study participants from Ljubljana, Celje, and Maribor areas. Among them are 4 women and 4 men, aged 70 years or more. Each age category includes 2 study respondents. For the size of the study sample, data cannot be generalized for the whole population of the elderly in Slovenia.
Findings and discussion

All of the study respondents (100%) are aware of the existence of different discounts, offered by the retailers especially for senior costumers. Furthermore, all participants take advantage of at least one type of senior discount offers from time to time. 5 of the respondents (62.5%) say they use benefits regularly, as opposed to 3 (37.5%) respondents, who use them only sometimes. The majority of senior costumers prefer to use discounts at one of the retailers, rarely or never do they take advantage of all three retailers' discount marketing strategies mentioned before. Mostly, they are loyal to one of the three retailers and embrace the offered type of discount use, though they disapprove often changing of the known discount types.
10% discount for the first purchase in the day offered by SPAR, presenting the card to prove status of a senior, is the most embraced type of anti-ageist marketing strategy among the respondents. Closely following is the Mercator Pika card point collecting, though some respondents expressed a suggestion of bringing back the previous way of senior discounts – the coupons. The latter proves the customers' loyalty to the retailer, as none of them changed the preferred retailer due to disapproval of the new way of discount use.
Answering the question about suggestions for changes of the types and ways of senior discounts or other extra privileges, the majority of respondents have no suggestions. Although, 2 of the respondents (25%) suggest more frequent discount offers.
For further research, we propose a study with a representative sample of Slovenian elderly consumers to determine the most well received anti-ageism marketing strategy. Also, to discover the aging consumers' needs and wishes to be able to develop better suiting strategies, to remove the barriers aging consumers still encounter in the marketing environment, and include this large segment of the society in the marketing focus.

Conclusion

As a large part of our everyday life, we live out our consumer needs – the need for food and drinks, shelter, clothing, health care, education, transportation, finances, etc. The demographic projections of the future population growth show a substantial increase of the elderly population, the trend of aging society is a fact to be considered. There is, however, still a noticeable barrier for elderly consumers' efficient participation in the existing market. Taking the demographic trends into consideration, we need to realize the importance of the aging consumer segment. The combination of changing values and changing marketing strategies can and will create opportunities for new elderly oriented marketing models. In the past, many companies engaged in 'catch-up' opportunities and were not only quite successful but also survived through many different crises. Those who choose to ignore or underplay the effects of global population aging trend, will most likely be isolated and fail to last long enough to witness the economy turning 'old' and successful. The demographic oriented interaction between providers of good and services on one hand, and (aging) costumers as a basis for marketing strategies for the future on the other is the key to success. Attention given to customer needs and wishes is not only important for them alone, but is the reason for success of some food retailers. Many companies worldwide are becoming concerned about 'aging marketing activities', for nevertheless, satisfied consumers strengthen the organization's reputation and sprout a successful business.

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UNDERMINING STEREOTYPES WITH INTERGENERATIONAL DEBATE

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Abstract
Debate is a shared journey toward the truth that brings debaters of different generations closer together. In teamwork they research both sides of a debate issue. They make informed judgements about crucial issues, e.g. age-related stereotypes. In their speech they make argument-based descriptions, clarifications and analyses. Making and evaluating an argument allows debaters of all generations to better understand their own positions and positions of others. That process inspires debaters to reinforce or change their beliefs, attitudes, values and actions. Social interaction between the debaters can undermine stereotypes by providing evidence contrary to the stereotype. It reduces overgeneralisations, unfair assumptions and uncritical judgements about crucial social issues. Debaters gain individual skills (critical thinking, respect for different point of view, effective communication, public speaking, civic skills) that have an impact on the whole society.

Keywords: debate, interaction, skills, generation, stereotypes

The 21st Century is different

Already in the 20th century many important changes took place on our planet. These developments are making their marks in our daily life. There has never been as much information available as today. The increase of information will continue. It is important to know how to look for good information and how to analyse it. Social changes are on the increase. Members of different generations have a feeling they do not live in the same world. In a modern society, we all need multiple skills. We need to know how to adapt to new situations. Skills like: public speaking, researching, asking questions, learning to persuade others can be very important for us as active citizens.
Why debate is important in the 21st century?

Members of Debate society believe that the power in the 21st century will come from the human voice and intellect. Debate is a process that takes time and effort. Debaters gain many skills, new knowledge, meet new friends and interesting people. They all make change in the world by using their brain and their voice.
Debate is not a perfect tool to solve all the problems of a modern society. But in this article it is my task to persuade you that debate with its characteristics is a very useful tool to make lives of all generations better and richer.

A motion for the debate:
This house believes that with intergenerational debate we can undermine age-related stereotypes.

Debate is an active process. It can bring new ideas and arguments every day. The participants of the debate are asked "to look carefully at the root causes and implications of controversies"/1/. Debaters not only debate about important social problems, but they also try to find the best solutions for them /2/. It is "about change. We are constantly engaged in a struggle to better our lives, our community, our country, our world, and our future. We should never be satisfied with the status quo-surely something in our lives needs improving"/3/. With the power of oral communication skills a debater can change himself and after that his world. The debate is always about a controversial topic that is discussed "in a way that brings out many different points of view to the issue"/4/. Each side has an opportunity to present its arguments and address those of its opponent. Debaters develop a range of skills, such as argumentation and persuasion, public speaking, communication in general, language, critical thinking, thinking fast and thinking well /5/. By this we mean "tolerance for different points of views and rigorous self-examination"/6/. Debate has benefits for individuals, for societies and for the global community as a whole.
Debate usually does not end with an agreement. No decision made in the debate is final. Problems are openly discussed. The exchange of ideas is free and lively. Or to quote French philosopher Joseph Joubert: "It is better to debate a question without setting it, than to settle a question without debating it"/7/. Debate "teaches the principles of tolerance, nonviolence and respect different point of view, debate can close the gap between minority and majority cultures, and other groups divided by long-standing animosities"/8/.

Age-related stereotypes can be directed against people of any age. They can be positive or negative. Either way, they are problematic because they rob the person of being seen and treated as an individual /9/ A person is seen as a member of a group. Grouping people is a natural thing to do because it makes sense of the world around us. We all want to belong to a group. Because we want to feel good about the group we belong to, we see members of our own group as individuals and those of out-group as undifferentiated mass. We develop in-group/out-group dynamics. "We thoughtlessly and effortlessly assign shared characteristic to people based on their belonging to a group, without really getting to know them" /10/. Some researchers believe that this comes out of limited experiences with other groups.
Robert Neil Butler, a gerontologist, is a creator of the word "ageism" in the year 1969. He made a definition in which ageism is a "process of systematic stereotyping or discrimination against people because they are old, just as racism and sexism accomplish with skin colour and gender. Ageism allows the younger generations to see older people differently than themselves; thus they subtly cease to identify with their elders as human beings" /11/. Ageism can be manifested in many different forms and levels. From laws, policies, service, media etc. "Ageism may be more commonplace in economic and political literature where demographic shifts in the population are characterized as portending a future health crisis or "age wars" with young and old fighting over their share of social and health services. Ageism and age discrimination are based on social fears, and social response expresses those fears" /12/.
Everyone has an age, be it old or young. To be treated unfavourably because of the age violates the dignity of the person. Therefore age discrimination should be prohibited against any age group. The equality and dignity of individuals should be protected throughout various phases of the ageing process.
Stereotyping in general ("general statements about a group which may or may not be based on fact, or generalizing from the group to the individual" /13/) and age-related stereotypes is a bigger problem in a society as it looks from a first impression. We do implicit stereotyping (it is deep inside us and far more subtle) all the time without knowing it. Some researchers believe that the solution to automatic stereotyping lies "in the process itself. Through practice, they say, people can weaken the mental links that connect minorities to negative stereotypes and strengthen the ones that connect them to positive conclusion beliefs"/14/.

Making a case in this debate

A modern society needs multiple-skilled individuals, regardless of the generation they belong to. Today, members of different generations do not meet on a daily basis. They live totally different lives, on the same planet with limited researches and many common problems. One of them is age-related stereotypes.
Because of the nature and structure of the debate I claim that you can undermine age-related stereotypes with intergenerational debate.
We have a motion that allows arguments on an Affirmative and Negative side. The motion is about a very important issue in the society. It is important for all generations.

In a everyday life young or elderly are seen and treated only as members of their group and not as individuals. But this is not the case in the debate process. They are in mixed teams where they have to research, discuss, be tolerant to different opinions, look for solutions and best possible arguments, orally present their arguments and as a team try to persuade the public. Through that kind of interaction and task they will not only became better debaters but also better members of the society.
The purpose of this debate is to confront debaters of different generations in mixed teams with age-related stereotypes. Through process of research, team work, making a case, forming arguments and interaction during the debate, they explore how stereotyping impacts their lives. The most important outcome from the debate will be discussion about how they can make changes to reduce overgeneralisations and other unfair assumptions. It is in the nature of a debater to become critical. Especially about uncritical judgements about groups.

The Affirmative
Argument: Individuals of all generations gain skills that will improve their individual lives and the society as a whole

Research about the motion is one of the first steps. Debaters practise holistic reading. They read quality news which is not the only source of information but debaters have to think critically about the issue, involve different viewpoints and critically evaluate sources. This can be books, newspapers, dictionaries, encyclopaedias, biographical information and internet sources. Debaters learn to use different kind of sources and be aware of misinformation, especially on the internet. Through the process of research the awareness of debaters grows. They are able to make connections and subtle distinctions within a whole range of events. So they became persuasive. All the notes have to be well organised and effectively used in a public speech.
Making an argument is probably the most important skill of a good debater. The most frequent purpose of using argument is to change attitudes or beliefs of the audience. An argument has 3 parts. ASSERTION (central claim of an argument, usually short, snappily worded), REASONING (the reason that the statement is true, logical basis), EVIDENCE (support for assertion and reasoning by facts, expert opinion or logical principle). The argument should be relevant, logical and consistent. The team first presents own arguments. After that it is vital that each member is prepared to respond to the arguments made by the other side. Decision making in a group means that they have to choose what is the most important issue, weighing the arguments, and explaining it to the public.
Oral communication skills: debaters overcome the fear of public speaking. This can only be learned by practising debate and not only thinking about it. A debater has to analyse his public. In a formal debate this could be a judge, whereas in an informal debate this could be friends, parents, co-workers, etc. The more often somebody practises public speaking, the more powerful speaker he is becoming. On an individual level this means increased self-esteem. The voice (tone, volume, pitch) and body (gesture, moving, face) are debaters' most powerful tools.
Listening and note taking are very important parts of debate. In debate we practise active listening. Not only to the members of our own team but especial to the opposite team. We write down what they are saying and analyse it, prepare negation of their arguments and make critical points. Debaters are able to memorise a lot of information. They are using it to make critical statements based on arguments.
Critical thinking: debaters need to think broadly and subtly. They have to speak persuasively on affirmative and negative side. Personal feelings and opinions are not important. They engage with two sides of a story and through that process they learn how to understand the other side better. Taking just one opinion and repeating it is not in the nature of a debater. To discuss, be open to many points of view and be tolerant is a quality that we gain in debating. Through arguments and the whole process a debater can become more open for other people and understand them as individuals.

Argument: Age-related stereotypes are an important issue in a modern society and need to be discussed

In this debate we want debaters to research and critically discuss about stereotypes associated with teenagers and elderly. They are going to be confronted with assumptions. So with ideas, which are taken for granted and not necessarily true. Debaters will be confronted with stereotypes as an overly simple descriptions or pictures of a group on two levels. Firstly, on a level of the motion in their research. They will try to get as many information as possible about age-related stereotypes. In the literature they will read, that in a process of categorisation elderly are described as forgetful, slow moving, irritable, out of touch etc. They are going to read about disease, disability, death, marginalisation of elderly and social exclusion. Teenagers are described as narcissistic, self-centred, even hooligans. Debaters of all generations will make deep research about ageism. They will read that they can be often ingrained and systemic. Ageism can influence persons' decisions on micro, macro and mezzo level of human interactions. They prevent people from accurately responding to social problems and conditions of elderly people. Important topic is going to be about implicit stereotyping. And some new approaches about successful ageing that come in recent years from the gerontological literature, the media and social policy.
Secondly, in the process of interaction between team members. Through teamwork they will make their own experience with people from other groups, what in this case means with people of different age. They will confront each other as

individuals that have to work together in a group with special responsible task. Individual characteristics will be important and not characteristics of a group in general.
As in gerontological debates they will speak about the extent to which elderly experience ageism in their lives. Special attention in this debate will go to persons that may be particularly vulnerable to ageism manifestations. A very important issue will also be age discrimination. There is a belief in society that ageing population syndrome and globalisation bring social and economic problems to the modern world. Luckily, there is an increasing interest for protecting the human rights of older people.
We all must keep in mind: age is something everyone has, be it young or old. That is why age-related stereotypes as described above are a very important issue that must be discussed.

Argument: The interaction between the team members during the teamwork brings individuals closer together

A debate team has two or more members. They work together throughout the debate process and help each other to grow. Debaters exchange opinions and knowledge with each other. Very often, they become very good debate friends because they can profit from the experience of the others. Between the members there is equality of individuals within a group.
It is good if debate partners discuss some important questions to make sure they are a good match. What are their goals in debating? When are both free to work together? How will they deal with frustrations? What are their weaknesses and strengths as debaters?
The team receives a debate motion. In research they have to do brainstorming, holistic reading, an analysis for and against the motion, writing arguments for affirmative and negative. The social interaction of the members of different generations is very intensive. Everyone is treated as a debater and equal member of a team. Everyone has his individual characteristics, needs and skills. It is an interest of the team to get the best out of each individual. They are looking for the best and strongest skills in each member.
Young and elderly have different life experience, knowledge, attitudes, values, approach to information, and many other differences. These differences are a secret weapon of generationally mixed teams because they make interaction and debate much more intensive, productive and lively.
The experience they will gain together as a debate team can help them in everyday life when they have to cooperate and succeed. It is a good lecture for learning tolerance and be open minded.
Debaters of all generations can reinforce or even change their beliefs, attitudes, values and actions in everyday life. Because of the experience in debating these people can reduce overgeneralisations, unfair assumptions and uncritical judgements. Social contact/interaction (particularly positive) between members of different generations can undermine stereotyping by providing evidence contrary to the stereotype.
There are some actions that involve interactions with teenagers and elderly, such as teenagers visiting nursing homes or elderly volunteering in the schools. But debating is better because it offers much more intensive interaction on at least two levels. We give them the motion (the context), the task to persuade on two sides in a public speaking and work in a team. In debate, it is never teenagers against elderly. It is one mixed team against another mixed team.

The Negative

Argument: We all do stereotyping all the time and there are some risks of de- automatisation

Stereotypes emerge from so called in-group/out-group dynamics. We have an inner need to be a part of one group and feel good about our membership in that group. We know the members of our group, we like them and see them as individuals. But we have no deep interest for the members of other groups so we use overgeneralisations and assumptions that they are all the same. We use stereotypes. We are not able to control them and often we are not even aware that we have them. This knowledge that affects our behaviour is hidden deep in our unconscious beliefs. Many different researches think that the process of chancing automatic stereotyping is not so simple. Only those people that have strong motivation to change and are disturbed by the discrepancy between their conscious and unconscious beliefs, maybe can make some difference. But, someone without strong motivation to change, will not make any changes in their beliefs and behaviour.
Already now, there are some studies that show that if we try to suppress our unconscious stereotypes this may actually cause them to return later. And not only that they return, but they turn out to be stronger than ever.
Scientists make experiments on how fast people respond to shown pictures connected with stereotypes in a laboratory. The conditions are different than the ones in a real life. It can happen that someone who is very good in oral communication, has no fear of public speaking, can make good arguments but is not able to work with people from other group (teenager with elderly or the other way around). Because he wants to debate, he will act polite during the debate, but in his subconscious the stereotypes against the others will grow only stronger.

Argument: Not everyone is a dynamic public speaker that can persuade audience and fulfil all the roles that he has as a debater

A dynamic speaker (speaks with energy, enthusiasm, commitment, variety) can get attention of an audience and make them believe him, even if they did not have that kind of opinion before.
But some speakers do not have the confidence and are afraid of public speaking. They are boring. They speak in a monotone voice and do not feel comfortable with their voice, body and gestures.

Notes
/1/ Snider, A. Debate: Important for Everyone. 2011, p. 4
/2/ Ibid. /1/
/3/ Snider, A. The code of the debater. Introduction, XIII. 2008
/4/ Formal Debating. http://utadebatesociety.org/formal-debating/ (March, 2014)
/5/ Ibid. /4/
/6/ *http://dni.idebate.org/about/debate/what* (March, 2014)
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/9/ Understanding Stereotypes. http://sciencenetlinks.com/lessons/understanding-stereotypes (March, 2014)
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/11/ Ageism: Concepts and Theories. http://www.lco-cdo.org/en/older-adults-lco-papers-chairmaine-spencer-sectionll (March, 2014)
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THE IMPORTANCE OF INTERGENERATIONAL INTEGRATION ON FORMING THE VIEW ON QUALITY AGING

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Abstract
Intergenerational integration is an ideal form of achieving intergenerational solidarity, which has a great deal of importance today, as ever, because of the increasing growth of the elderly population. Few things contribute as much to the fact that the elderly are able to experience their lives as something of value, as does the fact that the younger generation takes their life experiences seriously and listens to them. The young people who socialize with other generations have a more positive view on aging and gain role model for their own old age. The study is to determine the impact the older generation has on the younger, and emphasize the conscious effort for preserving and strengthening intergenerational relationships with the younger generation is one of the needs that must be satisfied for achieving quality aging.

Keywords: youth, older generation, intergenerational integration, old age, quality aging

Introduction

The driving force of societal development is constant complementation of interpersonal relations, especially between generations. The contact between the younger and the older generation is of grave importance for better evolution of the first generation. For a child to grow up to be a mature, independent, and balanced adult, that child – small as well as a teenager – needs a large investment of dedicated time, human emotions, and personal life experience from the two older generations.
No less important is the intergenerational contact for the older generation. The younger generation is full of life, effervescent, at the forefront of the development with its views, and has all the life's possibilities ahead of them. When in contact with them, the older generation relives their youth, so to be able to live their old age to the fullest and with quality, as they share and transfer their experience and wisdom to the younger generations. Thus, they maintain a positive image of self and, with that, meaning in life.
Therefore, it is necessary to pay more attention to intergenerational integration, as the aims of such integration positively influence the views of the younger generations on aging. More importantly so, it offers ideals and examples of quality aging, self-image improvement, increase in self-confidence, and a feeling they are able to do something for their social environment and for selves. As for the older generation, they share and exchange their knowledge and experience, and consciously contribute to quality aging and care for emotional well-being. Furthermore, they expand their social networks and preserve autonomy and individuality, which are fundamental elements of quality of life.

Theoretical framework

The older generation is faced with numerous changes – adjustment to retirement, having trouble with accepting the new social status, feeling inferior and a burden to society, suddenly they are faced with excess of time, and besides all that, their circle of social contacts diminishes. Feelings of loneliness occur, as well as of remoteness and worthlessness.
The younger generation on the other hand faces problems on the most important fields of life, crucial for social promotion and maturing (schooling pressure, employment), the emotional problems. Determining psychological and social problems and vulnerability of the youth, a high level of self-destruction, feelings of uncertainty, guilt, and demoralized attitude towards the world and life were discovered. Most of all, it is alarming that for over one third of the youth, negative self-image, low self-respect, and depressive and even self-destructive attitude towards life are typical /12/.
So, a question is to be asked how we are to avoid all these negative influences of old age, youth, and stereotypes.
Bernard /1/ has suggested that intergenerational practices and programmes can be grouped according to the social issues they address: intergenerational learning, which might, for example, aim to improve educational outcomes in young people; care and support initiatives, designed to assist in resolving substance abuse problems or, on a different level, supporting older people with specific physical or mental health needs, such as dementia; and, finally, in the area of community-based initiatives, addressing such issues as environmental regeneration activities or problems of social exclusion.
In that, the results of Voluntary work of high school and elementary school students program (volunteers between 15 and 19 years of age and seventh and eighth grade of elementary school) that formed in various retirement homes are very interesting. The findings show young students bring life joy and happiness to the retirement homes, helping the elderly with overcoming the feelings of loneliness, numbness, worthlessness, and concurrently allowing them to at least partly compensate for the loss of the previous social environment. More than that, the elderly transfer their rich life experiences to the youth, and therefore raise them and teach them how to live /8/.
In this manner, the quality of living in old age increases among the elderly generation, and the younger generation gains examples and role models. When the elderly people do not accept their age and do not realize its specific abilities and tasks, the younger generation has no living proof that old age is a meaningful part of life as well. The meaning of life is a quality whole: if old age, with its tasks and death, is perceived as meaningless, then human life as a whole cannot be meaningful either /9/.
Majhenič /5/ explains that with help of intergenerational integration, the older generation maintains autonomy and individuality. Among them are encouraging responsibility, creativity, and personal characteristics, which are to ensure independent and autonomous life for as long as possible. The second aim of intergenerational integration is maintaining contact with families, neighborhood, peers, and especially members of the other two generations. The third goal is care for information accessibility on everything important for the older generation (different sorts and kinds of help for satisfying their material and non-material social needs and protection of their rights). The fourth is the development of the young persons' self-image, self-confidence, and the feeling they too are able to do something for their social environment and selves. The fifth goal is for the young to learn to reflect moral and ethical dimensions of interpersonal relations and social developments, to develop positive moral and ethical concepts, and to learn organizational,

communicational and other social skills. Last but not least, the aim is to experience efficiency of their performance, such experience strengthens their personalities and activates them to take responsibility for their own lives.
It is thought that some of the more obvious outcomes of intergenerational practice for the individuals concerned can be to foster a sense of improved self-esteem, purpose and well-being. When practice involves activities at the community level, these can have the effect of improving relations between different cultural groups, of changing perceptions about such issues as community safety and risks of crime /7/.
Although many positive outcomes are anticipated from intergenerational practice, critiques have drawn attention to several factors which need to be in place before their potential can be fully achieved /10/. First, there is a general consensus that the notion of intergenerational
practice itself needs more clarification in terms of the age groups considered, whether the activities included are multi- or intergenerational and whether they should encompass family interactions and relationships /3/, /11/.
Intergenerational practice, then, appears as a mechanism through which to promote social solidarity both at the micro level of individual interaction and at the broader, meso- and macro-social levels of community and society /7/.

Methodology

The study includes four participants, two of them representing the older generation and two the younger one. Representing the older generation are two retirees, aged 69 and 80 years. The younger generation is represented by two high school students, aged 17 and 19 years. Among the both generations, one respondent participates in programs for intergenerational integration, the other one does not. Similarly, one of the younger generation representatives participates in the programs and the other does not.
Bernardka is from Ljubljana, retired, and aged 69 years. She very much likes to socialize with younger people, because as she says herself – the elderly understand the younger, as they have already experienced their youth, but the youth just cannot understand the older generation, as they did not yet experience old age.
Pavla, aged 80 years, is from Ljubljana, too. Very vital lady but has very bad experience with her grandchildren. For years she has tried to establish positive relations with them, but admits that she did it in a very intrusive way and with excessive worry. She believes exactly that was what turned them away from establishing any kind of relationship with their grandmother.
Barbara, 17 years old, from Hrastnik, believes intergenerational integration can greatly affect improvement of relationships with grandparents, for in her environment she only had disrespectful and bad examples. Barbara participates in intergenerational programs.
Klemen, 18 year old from vicinity of Grosuplje, a vocational high school student, did not acknowledge intergenerational relations much up until now.
We conducted the interviews individually and anonymously, the names of the respondents are changed. Mostly, we conducted the interviews at interviewees' homes in a very pleasant and hospitable atmosphere. Some of the study participants responded very meticulously and did not lose thread of the conversation, though some of them took a different turn and we had to ask additional questions to lead them back to the main topic.
In this study, we use qualitative analysis. With help of semi-structured interviews, we determine the views and opinions of the younger and the older generation on quality aging and the importance of intergenerational integration. We did not use a pre-prepared questionnaire, but only a basis for the interview, which is a list of story line and not of detailed questions. We prepared different conversation topics for whether the interviewees participate in the intergenerational integration programs or not.
The main data of the qualitative analysis are text descriptions, whereas the study findings are processed and analyzed descriptively, without using measuring procedures. The qualitative study is a series of short, consecutive research cycles or sequences, in which problem formation is followed by data collection and analysis, then formulation of a new problem, re-collecting data, re-analyzing, etc. While researching, more and more we were refreshing and expanding our knowledge on the studied topic, especially on the views of the younger generation on quality aging, how older generation is experiencing old age, and how both, the younger and the older generation experience intergenerational integration. With their answers, we tried to determine their actual, unique attitude towards these questions. In qualitative research, we have an explanation prepared for every studied action, and all the while the study takes place, we do nothing but test each individual aspect of the explanation, refresh and deepen it, as to ultimately find a relatively probable theory /6/.

Analysis

For data analysis, we chose units from the analyzed interview, wherein we recognize the individual parts that pertain to definition and explanation of asked study questions. We chose numerous coding units, which are important for the study. With the help of a description method and coding, we qualitatively analyze the summarized data. Formation of the main concepts follows, which at the end of analysis, we link into judgments.

Experiencing quality aging

We determine how the older and the younger generations view quality aging and discover whether there are some differences in perceiving quality aging among those who participate in intergenerational integration programs and those who do not participate in such programs.

Bernardka

What is your view on quality aging? How did you picture it before education? …that I must love myself, give the body and soul what attracts you and meet people and their contents… all that helps me to discover who I am and who I want to be, who I don't want to be, who others are and take only the best from all of them.. Hmmm…Oh… commendations are important, if someone listens to you – that's my sun, the fundament of life; someone with a very positive self-image and self-confidence; whom indulges in pleasures, as that's how you relax your body and soul, but you mustn't be addicted (to food, drinks, drugs, excessive exercising – you must listen to your body, and all depends on the mood and on your abilities, too).
How do you picture it after the education? …taking care of your body (care of body and soul – as if the body is sick, the soul is, too) with exercise and healthy food; what else, besides exercise and healthy diet?…it is important to be interested in something, to be creative – whether it's socializing with other, getting into painting, writing, or visiting different institutions (of the mentally ill or children, who are neglected or abandoned), voluntary work in humanitarian organizations, reading books (usually with spiritual content)… it is very important to not let go of yourself, to not complain, because that's a person who everyone runs away from, because you drive away your children, grandchildren, and your partner…

Assigning codes: meaning of mental health, positive relations between generations, taking care of body and soul

The interviewee who did not participate in the intergenerational programs gives great meaning to taking care of the body. She realizes that in old age, a person needs to be treated integrally, to consciously take care of maintaining and promoting health, as well as the higher human dimensions – interpersonal relations, learning and creativity, and realizing the value and meaning of past, present, and future /9/. As Bernardka says, it is important to "give the body and soul what attracts you…" and "taking care of your body with exercise and healthy food, to be interested in something, to be creative". Her view on quality aging is that we must love ourselves, and get to know other people and their contents. She excludes the possibility of an elderly person being embittered deep down inside, gloomy, pessimistic, lonely, enjoying complaining and becoming a burden to self and others /9/. Rather, she accepts old age as positive and thus creates a positive self-image and self-confidence. So, the way we are aging truly does depend on our thoughts and actions, or said differently, on our conscious effort on how we wish to age and what we do for the quality of our lives /4/.

Pavla

What is your view on quality aging? Old age is something necessary… Are you filled with stereotypes? …I'm not filled with stereotypes…all that say those things, they are unfair…when an older person is healthy, they are richer in life experiences, but when ill, they need help and understanding…understanding from the family and the environment…yes, mostly family. What about quality aging? To me, it means to keep my composure, if my brain works as they used to…if I'm not impaired because of disease (dementia – because of it, many older people suffer)... What means mutual understanding of the generations? Does it help with quality aging? …if the younger generations are well raised, they will have the understanding for the needs of the elderly…that depends on the examples…especially the example of their parents' relationship with their grandparents…

Assigning codes: meaning of physical health

The interviewee, who does not participate in intergenerational programs, views old age positively, though she sees no possibility for quality aging if one is unhealthy. As she says: "…when a person is healthy, they are richer in life experiences, but when ill, they need help and understanding". When a person is ill, they depend on others, and only a healthy person is capable of independent life. That proves that many stereotypes about old age, like all elderly people are the same, all are feeble, the elderly are rigid, uninterested in learning and are the unproductive part of society, are still present in certain segments of our society.

Barbara

What is your view on quality aging? How did you picture it before education? …I didn't even think that old age can be qualitative, as I viewed it as when it all ends… when all you do is waiting… How do you picture it after the education?

…I discovered there are a lot of factors that increase life quality of elderly… What else? …I learned that old age can be a beautiful and meaningful stage of life too…it's important that you know how to organize your time…and I give great meaning to relations between the elderly and the younger generations, of course they have to be on a positive level… Did your view on quality aging change in any way? Of course, I came to many realizations.

Assigning codes: awe to old age, aging can be a positive stage of life, meaning of positive relations between generations

Before participating in intergenerational programs, the interviewee assigned no greater meaning to quality aging. She viewed age as "…when it all ends, when all you do is waiting". After participating in a program for intergenerational integration she formed a positive view on aging, as she personally connected with an older person and maintained personal relationship with him, and by that, as explained by Ramovš /9/, personally prepared for quality aging.

Klemen

What is your view on quality aging? It's not possible…I mean, 100% quality aging isn't possible… if you're not capable, it's not quality…you can be active…but you're more and more tired…you wait for death… Until when is quality aging possible? …in this case, up until you're 70… What about the spiritual side? …more time for thinking, spirituality, you dedicate more time to self, realize things you want to change…you discover a new view on life and try to make use of it as much as you can…every minute…

Assigning codes: physical weakness, fatalism, active use of time, meaning of spirituality

The interviewee says 100% quality aging is not possible, as the elderly are subjected to the effects of aging – are not physically or psychologically vital, which means they are unable to enjoy aging qualitatively. A taboo about old age appears, saying all older people are feeble, which is far from being entirely true as some are even more active than the youth.

Experiencing relationships between generations

We determine how the older and the younger generation view intergenerational integration.

Bernardka

What did you gain with the education for an intergenerational partner? I learn from the young ones what I should be like and what I shouldn't be like…I am very happy, pleased and joyful, I feel complete…for what I have, I'm happy…I feel complete…I don't long for what I don't have... What is it that you like in socializing with you partner? I very much like the fact that she listens to me…to my experience, my wisdoms, that she takes them in and listen to them with great zeal, and I understand what the imperfections are in the youth and try to fill them in with my experience, but without enforcing my opinion on her…and why wouldn't I help them with some problems with my experience, without enforcing my opinion, but for the younger ones to remember me when they are faced with a certain obstacle and to get over it or remember my advice, which would help them getting through…but, you know...they have so many problems, that constantly appear, so much distress they have to get over by themselves…you know…and why wouldn't I help with some of them, with my experience… Do you feel that you have changed personally? …yes, absolutely, I grow, I mature…and with that, I upgrade my character and my personality and with it I get younger…I feel that my mission is complete… Do you think that the intergenerational programs should offer anything else? I wouldn't change anything; the important thing to me is socializing, meeting new people…we are together to talk about current problems we don't know how to solve by ourselves and in a way that we all cooperate, all steer the conversation… What did you learn from cooperating with the younger generation? I learn all the time from the youth…they show me the face of nowadays… What do you mean by that? I'm not surrounded by people as much as I was when working…and by being around the younger ones, I am faced with their problems and questions about everyday problems that pester the youth nowadays…and I'm up to date again with what's happening…and I feel like I'm surrounded by people again…

Assigning codes: learning from younger generations, offering help to the younger generation, connecting with the younger generation, understanding the youth, mutual problem-solving

The interviewee, participating in the programs for intergenerational integration, holds a very positive view on intergenerational relations. On the account of cooperating in the programs, she discovers personality changes, which she confirms with her statement: "I am very happy, pleased and joyful, I feel complete". That means intergenerational integration completes people. It fills the feeling of loneliness that appears soon after retiring. The youth bring joy and happiness into her life and help her with overcoming the feelings of worthlessness and loneliness, what is also explained

by /8/. Although, the older generation is unable to experience the aforementioned if they show no interest in socializing with the younger generations. Those who participate in programs for intergenerational integration wish to cooperate with the younger generation, wish to help with problem-solving and be an example for their aging and old age.
With her statement: "I understand what the imperfections are in the youth and try to fill them in with my experience, but without enforcing my opinion", the interviewee confirms the interest in socializing with the youth and realizes the importance of the older generation's influence on younger generations. Said fact proves how much the older generation can contribute to a decrease of the level of (self) destruction, feelings of uncertainty, guilt, and demoralized view on the world and the life /12/.
Furthermore, she is interested in opinions of the younger generation on the current issues and ways of problem-solving: "…we are together to talk about current problems we don't know how to solve by ourselves and in a way that we all cooperate, all steer the conversation". That leads to a realization that the participant became aware of the influence that the older generation can have on the younger one. She knows conscious care for maintaining and strengthening intergenerational relations with the younger generation is one of the needs that needs to be fulfilled for quality aging, as Ramovš /9/ explains.

Pavla

Have you heard the term intergenerational integration before? Yes, of course… How do you picture such connection? …it's not always possible, because you cannot expect it from both sides…look…I, with my age and my views and examples, my life when I was young is different from the life you live now…now the youth has no wish or will for the old… What do you mean by that? …they should be willing to take time for socializing with an elderly person… Do you know about any programs that prepare people for intergenerational socializing? …I know such trainings exist…he who lives in a family environment that supports intergenerational integration and respects the elderly, does not need such training…but those who have no such will or wish, education wouldn't help anyway… What can the elderly gain from the youth and what the youth from the elderly? The older generation teaches the younger one about survival techniques, which are sometimes easier and sometimes harder…the opinion of an elderly person depends on how they were raised by their parents…if you are used to it, then you know how to listen to advice from your grandma and grandpa…

Assigning codes: inability of intergenerational integration, disinterestedness of the youth for socializing with the older generation, importance of role models and examples from parents, guidelines of the older generation

The first interviewee says connection between the generations is impossible, as we cannot expect mutual cooperation, because the young and the old are two very different generations, contradictory even, with different views and examples. She explains that nowadays "the youth have no wish or will for the old, they should be willing to take time for socializing with an elderly person".
The interviewee subconsciously exposes the fact she is filled with stereotypes, which she proves with "I, with my age and my views and examples", meaning she is old and has all these old views she cannot change, so the youth are to adjust to the elderly. With that, she confirms and in a way conforms to the two stereotypes of the elderly being stiff and uninterested in learning. Of course, it is not necessarily so. The elderly are prepared to accept novelties, wish to learn about things they had no time for in their youth.
She views intergenerational relations as a duty and does not realize these types of relations are voluntary and unforced and that not everything depends on the examples of the parents, as she says: "he who lives in a family environment that supports intergenerational integration and respects the elderly, does not need such training". With that answer she proves her family network is self-sufficient. She is happy in her social environment, though she does not have courage to open up to others nor does she realize that for quality aging of the elderly, their versatile activity in the community is necessary.
In that, an important role is played by integration in networks of social support, as individuals who form these networks help the elderly with everyday chores, offer financial as well as material help and emotional support, and enable social integration of the elderly into society /2/.

Barbara

What did you gain with the education for an intergenerational partner? …I view old age more positively, especially when you prepare for it since the younger age… What does socializing mean to you? …this socializing means a lot to me, especially as that's how I gained another example for my own old age and my own quality aging, and I have to say that you can actually see that old age can be qualitative and that in a larger extent, you yourself can contribute to it. Do you feel that you have changed personally? …yes, for sure…I view and think about old age from a completely different point of view… I didn't think about that before…now I think about these questions consciously…I discover answers and take from it what I like the most and I think I am preparing for life step by step…and I am discovering this positive side of quality aging… Do intergenerational relations contribute to easier personal problem-solving and better acceptance and

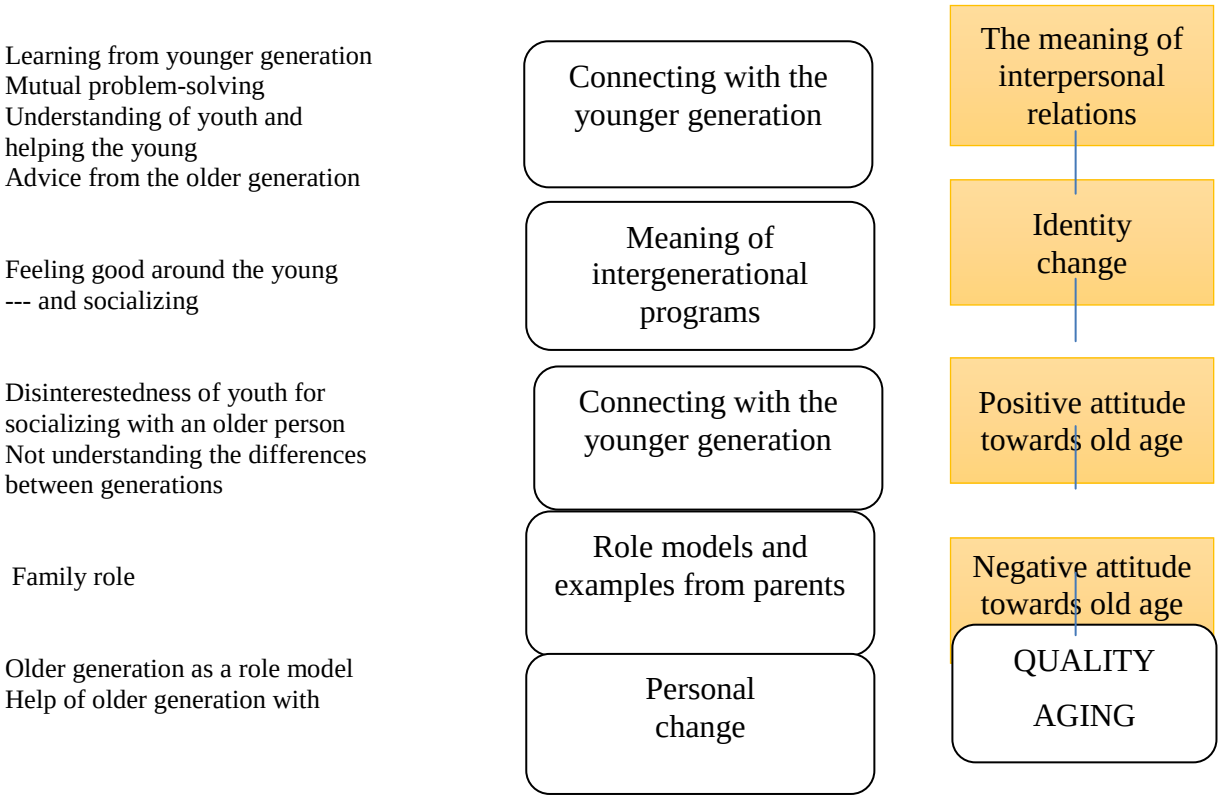
understanding of old age? …yes, we realize that compared to the problems of the elderly, we don't have any problems…now I can understand my own problems through the problems of my partner…she helps me solve my problems…with their knowledge they contribute to development of society and have lots of experience and wisdoms they can pass on to others…they aren't introverted anymore, with which, of course, all these associations for the elderly are helping, and other institutions that offer numerous programs for elderly education.

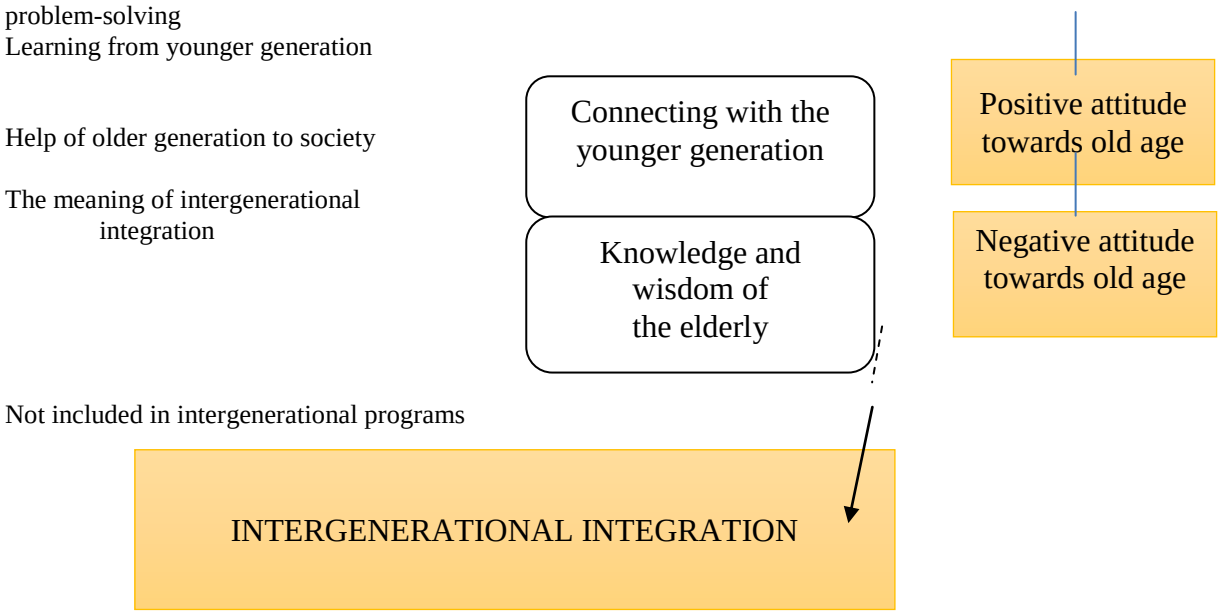
Assigning codes: preparation for quality aging, interest of the younger generation for intergenerational integration, importance of the older generation for the younger one, help of the older generation to society, importance of intergenerational programs. The younger interviewee, who is participating in intergenerational integration, is thrilled with it. She is aware of versatile changes in her personality development. With intergenerational integration, she discovers the wisdoms of the elderly, learns from their mistakes and life experiences – with that, she learns about quality aging. Besides personality changes and all the experience and wisdoms the older generation contributes to the younger generation, she notices that it contributes to changes in society as well. Because of the non-conflict between generations, better integration and orientation towards development, such society can be very successful. With the answer that she believes she is "preparing for life step by step, and discovering this positive side of quality aging…" she proves intergenerational integration program helped her reach a realization that she needs to consciously prepare for quality aging.

Klemen

What about intergenerational integration? …intergenerational integration is essential when you want to be on the ball…if such a person is willing to look from a perspective of a younger generation, you can be much more personally mature…you need to be able to adjust, need to be susceptible to generational differences…to be able to listen and understand… How do you picture intergenerational integration? Doesn't matter the age of a person, what matters is that you connect with them…might even be easier than with your peers…maybe the older generation teaches you even more than the younger one… What can the two generations gain from one another? …experience for the younger as well as the older generation…socializing in a different way…more interesting conversations…when you're unable to talk with your peers and can help you to find a way forward…Assigning codes: unimportance of age for intergenerational relations, example of the older generation, learning from the younger generation, meaning of the younger generation for the older one. The young interviewee who did not participate in any intergenerational integration programs is equally aware of the importance of integration between generations. He surprises with the statement that you can "connect with them…might even be easier than with your peers". More so, he believes the younger generation perceives the older one as people with experience, friends who can help them, advise them, are there for them, and are open and susceptible to the youth and their problems.

Model of inclusion for QUALITY AGING Included in intergenerational programs





Conclusion

The elderly are in need of regular personal contact with someone who they perceive as a close one. Intergenerational groups for quality aging and personal voluntary social partnership with a lonely, older person are a postmodern form of regular contact of an elderly person with someone from the first or the second generation. Not much contributes to the elderly experiencing their lives as something of worth, as does the fact that others, especially those who are younger, take their life experience seriously and listen to them. And with that, they give meaning to their presence in the society.
Nowadays, the most problems the younger generations encounter are on the most important fields of life, those important for their social development and their maturing. A high level of feelings of insecurity, guilt, and demoralized attitude towards life and the world were discovered among the youth. But, the most alarming is the fact that over a third of them have a negative self-image and low self-esteem. In search of stronger group connections outside the family and alternative authorities, the programs of intergenerational integration help the youth in finding healthy examples for their own aging and old age. Intergenerational integration is an ideal form of learning and realizing intergenerational solidarity. But the current conditions of European culture set aside the interpersonal connection between generations because of fast changes, even though intergenerational solidarity is, with growing population of the elderly, more important now than ever before.
The study data show a high interest and fondness of the respondents, the younger as well as the older, towards intergenerational integration as one of the fundaments of preparation and experiencing quality aging. The effort to ensure quality cohabitation of all generations should be oriented towards intergenerational integration, and the network of the national program of establishing intergenerational groups for quality aging and informing all the people about intergenerational learning and solidarity. In that, the younger generation obtains knowledge and wisdoms, experiences identity change and discovers ideals and examples for quality aging. And the older generation gives meaning to life with transference of their wisdoms and realizations of life, and with helping the younger generation with problems that pester them and thus form a very positive image of self, that ultimately leads to quality aging.

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INTERGENERATIONAL INTERACTION BETWEEN OLD AND YOUNG

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Abstract
Intergenerational interaction is fundamental to the relationship of generations, which are considered the relationship between them and the communication . Generations are complementary to each other. In the first period of life children grow up into a mature, adult, person, which then through life experiences mature. Close contact between young and old generations is important for the good development of the first generation, but no less important for the old generation. The older generation in contact with the young age sees quite differently than youth and middle age, but it is equally meaningful part of life, which is worth to spend quality. Different concepts for current and future development must also take into account the problems and requirements of the population and the needs of individual areas and should complement each other, and not vice versa - exclude. In many fields of human activity are now faced with critical situations and related problems and consequences. One such area is also demographic developments and trends around the world and in our country. As much as the generation of each link, on the other hand, vary. Each has its own needs and requirements which must be respected and answered. To facilitate the understanding of both one and the second-generation arose workshops intergenerational integration, to create a better relationship and communication between the old and the young generation.

Keywords : old generation, young generation, communication, relationship, quality age

1 Introduction

In the modern world, the world of extraordinary technological advances and relatively rapidly changing population patterns and increasing international competition are the real wealth of a nation his people. The real meaning of country development is to create an environment that allows people to enjoy a long, healthy and creative lives. But nowadays people are in pursuit of material and financial wealth and this simple truth is very often forgotten. The main purpose of all countries should be to prepare people adapting to the emerging social change and protecting the most vulnerable members of society. It is important to call for intergenerational partnership - to such, which recognizes the differing needs of different generations in a rapidly aging society, with particular focus on the opportunities for young people. Big meaning has investment in skills and improving the quality of work so that older workers do not have to retire earlier. If in this area there will be no change, aging can become a heavy burden for the younger generation. We will need to create such a society that does not exclude anyone and will prevent all forms of discrimination. Longer life expectancy of people is increasingly characterized by the appearance of the developed world, can also be seen as a positive trend, because it opens up new opportunities for young people and it is not only forecast the problems and additional burdens. Most of the elderly is capable of autonomous and no more dependent than younger people to live their lives, and it is able to give the younger lot of their experience and knowledge, and they are in great help for younger generation (Križman, 2008). We are living in a time where the middle generation is heavily loaded, but we have grandparents to help us. Today, older and younger generation often live separately, so there is no genuine contacts. Consequently, this leads to a misunderstanding over the contemporary way of growing and living up. Younger generation do not know the aging process, which is an inevitable part of everyone's life, but for everyone also offers a full new and different challenges and insights. Therefore, it is necessary to converge and unite generations, because consequently they can also connecting. Although this sounds easier than it is then realized, in Slovenia is already caused some inter-generational, mostly creative

and educational workshops. Studies show that people who are aging actively, easier jointly working with other generations. Intergenerational cooperation has so many positive effects on both sides - the younger and older participants in this process (Berčan, 2007; Končan, 2010).For a study on intergenerational cooperation, and about how they see cooperation between the older and younger generations both generations, I carried out a brief questionnaire. In view of this topic has already been done a lot of research, because this is such an area that should be given a lot of time, because it is all about harmony between the generations.

2 Definition of the problem

The problem that I have researched and demonstrated results in this professional article refers to the perception of mutual relations between the older and younger generation. Intergenerational cooperation covers all ages, from the youngest, middle all the way to the oldest. Today, because of the premature lifestyle is happening that the interpersonal relations and communication is very poor and superficial. The main purpose of the generations is to connect through life experience. Older people give advice to younger about life experiences, and younger learn technological progress the oldest and assist them in performing everyday tasks. The most important is that both generations know their needs and try to respect them and to strive for a good mutual relationship. Today, crucial meanings have workshops based on intergenerational cooperation and integration of the younger and older generations. In this environment are exchanging experiences, knowledge and meet the needs of different age groups and lifestyles, but also improve interpersonal relations. Communication process is placing here in more open relationship. Workshops of intergenerational integration represent harmony among all generations.

3 Materials and Methods

On the websites with use of keywords such as intergenerational cooperation and intergenerational integration I found some articles about this topic. With the help of short questionnaires, which I have divided between the 22 students, aged about 20 years, and 22 people aged over 65 years, I got the results of how these two different generations look at integration and cooperation between generations and how they are experiencing. The questionnaire included 6 questions, of which one was an open-ended, two combined type and another 3 closed type. In the first part of the article I used descriptive method and in the second part of the results, I used a statistical method using a questionnaire.

4 Results

On the first question, which was the only open-ended in order what they understand by the term intergenerational interaction, I got almost the same answers from the younger generation and a very interesting and varied responses from the older generation. The younger generation has made almost the same answers because they have seen intergenerational integration only as a cooperation and integration of older to younger as well as the sharing of experiences by the elderly. The older generation has listed a very interesting and varied responses such as mutual assistance, strengthening contacts and mutual relations between the younger and older generations. Intergenerational integration seen as understanding, communication and mutual respect, adaptation and assistance in all areas, understanding the needs of both generations, and of course the transfer of knowledge to young people.

Under the second question of how they perceive the concept of age, the vast majority of older people responded very positively, only one answer was negative. Youth in slightly smaller majority look at age as a positive side of life, 16 (73%) answered in that way. 3 (13.5%) look at age as something negative, 3 (13.5%) had no opinion about it.

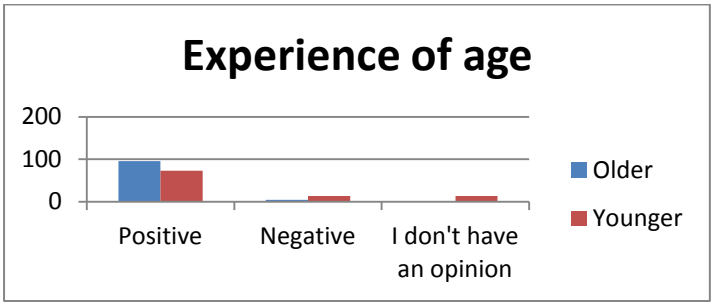

Chart 12: Experience of age

On the third question how they perceive the concept of youth, all young people responded with positive as well as older looking in the vast majority of youth with the positive side, only one response from the elderly was negative.

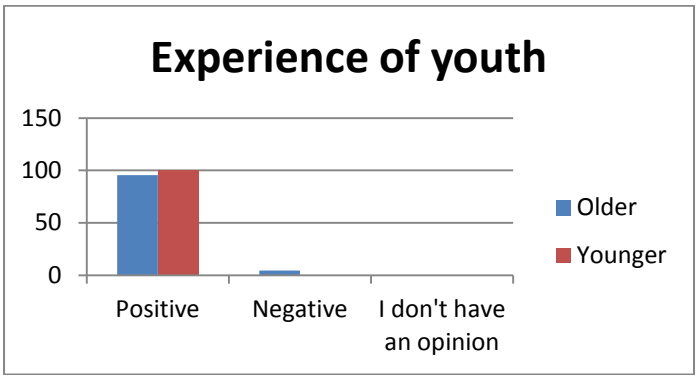

Chart 13: Experience of youth

On the fourth question of how evaluate the relationship and communication youngest to the oldest is 7 (31.8%) of young people assessed as very good, 8 (36.4%) believe that the relationship and communication at the level of urgency, 3 (13.6%) are of the opinion that it is very poor and 4 (18.2%) indicated that between generations is too much distance and too little tolerance and awareness that aging is a natural process, as it also depends on how many individuals are willing to participate. Mature in the vast majority,with 14 (63.6%) responses assessment relationship and communication as very good, 5 (22.8%) are estimated to be at the level of urgency and 3 (13.6%) had the opinion that communication and relationship depends on the environment in which we live, due to rapid changes often but whose assessment relations as tense.

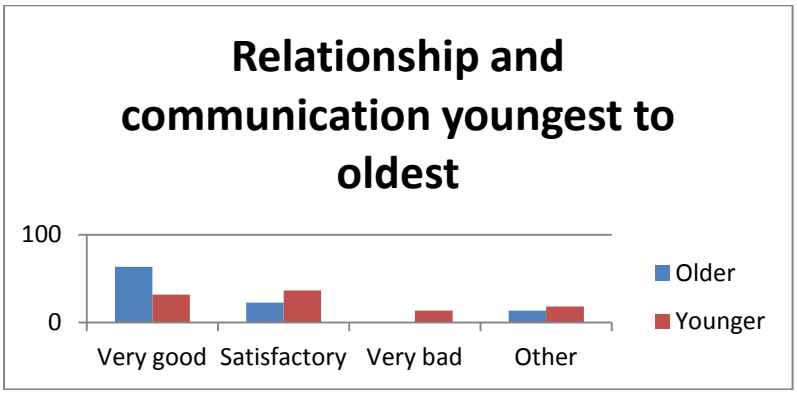

Chart 14: Relationship and communication youngest to the oldest

On the fifth question of how to estimate the relationship and communication of older to younger, 12 (54.6%) of young people answered as the level of urgency, 9 (40.9%) are rated very good, 1 (4.5%) is assessed depending on the situation. The elderly are the 16 (72.8%) responses assessed their attitudes and communication to younger as very good, 3 (13.7%) at the level of urgency, 1 (4.5%) is very poor, 1 (4.5%) as appropriate, and 1 (4.5%) is the opinion that people are sometimes hard to be patient and tolerant.

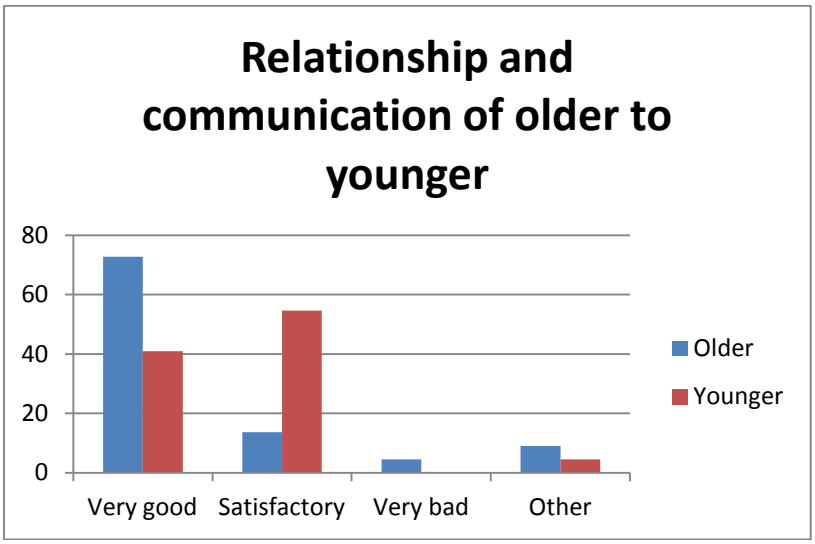

Chart 15: Relationship and communication of older to younger

On the last question, which was their opinion, what is the cooperation between young and old, 12 (54.6%) of young people assessed as good, 2 (9.1%) very good, 7 (31.8%) as poor, 1 (4 5%) did not meet this issue. Likewise, the older one (4.5%) did not meet last question, 17 (77.3%) of older people looking to cooperate as well, and 4 (18.2%) as very good.

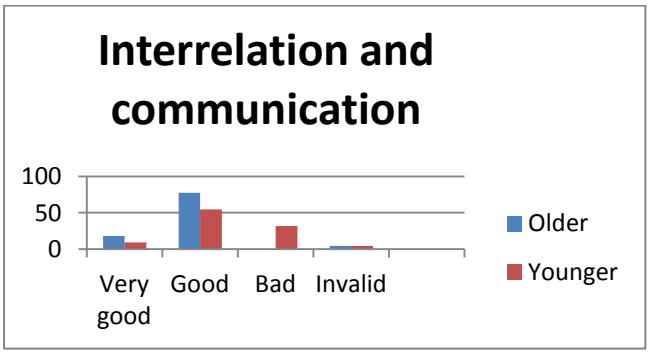

Chart 16: Interrelation and communiaction

5 Discussion

In integration of intergenerational integration it is all about connecting between generations, especially for interpersonal relations and the implementation of intergenerational solidarity in today's social conditions. The ratio between the younger and older generations is changing due to the increased number of elderly. In Slovenia represent the largest social group seniors. Such a structure of the population has shown us the social consequences in the future: an imbalance in society, changes in social protection, health, education and work. Intergenerational cooperation is therefore a conscious decision and for a society that is aging is essential. This cooperation is understood as the exchange of experience and knowledge, socialize, learn, help one generation to another, create, maintain and expand the social network. It is also a material security and preservation of cultural heritage. It is important for the establishment of education for tolerance and mutual understanding and developing positive images of aging and older people in society. Among the objectives of intergenerational cooperation include the establishment of cooperation and mutual respect and solidarity between younger and older. The study involved a total of 44 people, 22 of the younger generation and 22 of the older generation aged over 65 years. They all see intergenerational integration as the interaction between the old and the young, and mutual assistance. I noticed that older people see in this expression much more than the youngest. Intergenerational integration is seen as a sharing of experiences by the older, such as strengthening contacts and mutual relations, understanding, communication, and provide assistance in all areas. It is also important for them to understand the needs of such a one as the other side of the generation, transfer of knowledge to younger and of course the adaptation of both the one and the other.The man should have in every period of his life the opportunity to socialize, live and work with all generations . The older generation (95.5%) experienced a positive concept of age as the last stage of life where they can achieve the objectives that have not previously been feasible . Only 4.5 % of older respondents are experiencing age like something negative, which is waiting for the end of life. Young people in the 73% look at age as something positive, 13.5% of them according to this concept negatively, 13.5 % were undecided. The older generation that has gone through

different stages of life, are looking very positively to age. I assume that because of today's health conditions and progress in medicine do not feel so old. It is different for young people, where they are a little larger share then older people looking of age as something negative. I suppose, mainly due to the inexperience of different ages. Here appears again the notion of taboo age, which says that all elderly are frail and unable to spend quality age. It is important to understand how the world is changing, to stay awake and curious, to act and not exclude. This applies especially for young people. From the questionnaire it is evident that all young people on the youth look positive, because of the many new challenges. Also the vast majority of older generation was experiencing youth positively, with the exception of 4.5%, which believes that youth does not bring anything good, because man is still inexperienced. For social development, it is important that the achievements of past generations passed on to the younger ones. Cooperation between both generations would reduce the efforts and progress towards objectives and contribute to a more accurate decision- making. To do this, it requires a good relationship and communication between the two generations. The youngest generation assessed their attitude towards the elderly in 36.4% as at the level of urgency, 31.8 % of them have very good relationships with older, 13.6% very poor relations, 18.2 % think that it is too much distance between the generations and lack of tolerance and awareness, as well as the natural aging process through which we all depend but also from individuals how much they are willing to cooperate and establish a good relationship. Mature evaluated the relationship of young people to their generation to 63.6 % as very good, 22.8 % believe that communication and relationship at the level of urgency, 13.6 % consider that the communication and relationship depends on the environment in which live, due to rapid changes but whose assessment relations are often tense. More than half of older people evaluate the relationship to their younger generation as very good, while young people are a little lesser extent, assess their attitudes towards older people as very good. From the results it can be inferred that the younger a little less tolerant for older people. Different results were shown in the evaluation of the relationship and the communication of older to younger. Younger generation in the 54.6% estimated these attitudes at the level of emergency, 40.9% believe that older people have a very good relationship and communication, 4.5% of them gave the opinion that this is largely dependent on situation. Elderly its relationship to youngest estimate of 72.8% as very good, 13.7% believe that their relationship with the young people is on the level of the emergency. 4.5% rate them as poor, 4.5% as appropriate and also so much percent of them believe that the problem is the lack of patience and tolerance. Intergenerational cooperation also brings a new quality of life of participants, a feeling of acceptance, safety and viability and strengthens and expands social networks, which affects on the physical and mental health. Young generation assesed co-operation between the old and the young in 54.6% as good, 9.1% as very good, with 31.8% of them cooperation assessed as poor. The older generation is estimated at 77.3% inter-relationship as good and 18.2% as very good. From the results of the questionnaire I can conclude that the older a greater extent on the overall estimate relations and communications between younger and older generations as good and look at them from the positive side. The youngest one astimate these types of relationships and communication as a little worse, the reason for this could be lack of experience in the various stages of life and, consequently, a lack of understanding of older people and their needs.

In our culture and the environment it still remains age as taboo, confirmed by certain surveyed young people with their thinking. This represents a significant barrier to the perception of quality aging and intergenerational relations. These and similar taboos can be destroyed by consciously deciding individuals to embark on the path of social learning for quality aging and intergenerational relations in today's climate, but it is very important to adopt its aging and the aging of their loved ones. The only thing we can do to improve intergenerational relations is a conscious concern for learning human relations. One such solution is the promotion of intergenerational programs and their importance to society.

6 Conclusion

The main objective of intergenerational integration is thereforeto preserve the autonomy and individuality of each human being, which is important as a fundamental component of quality of life and keeping in touch with the different generations. I believe that participation in groups for intergenerational interaction is a good investment for everyone who participates. Older people are avoiding loneliness, the middle generation is prepraing to old age, young people are discovering the wisdom and life experience of older people. All this connecting together form a good social network, which leads to intergenerational interaction.

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THE MEANING OF YOUNG PEOPLE SOCIALIZING WITH RETIREMENT HOME RESIDENTS

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Abstract
Nowadays, institutional care of the elderly is more and more common, as in the recent years in Slovenia, many retirement homes were built. Besides the basic care and treatment, retirement homes offer establishing social networks, different animation programs, spiritual care, and intergenerational socializing. In this article, a case study is presented and a question answered how a high school student, who is doing an internship in a retirement home, socializing with a retirement home resident, affects the mood and the quality of life of the resident. We use a qualitative research method, with the help of semi-structured interviews. We conducted the interviews with both, the high school student and the elderly resident. We determine how the communication and the socializing occurs between the two, who in fact did not come together voluntarily, as the student was directed to the resident by a person in the institution, who is in charge of the internships. This article sheds a light on communication and emotional state between the student and the elderly person, residing in the retirement home. The study is a contribution to better understanding intergenerational communication in the stated case and to planning and regulating institutional care of the elderly in the sense of intergenerational integration.

Keywords: Institutional care, retirement home, internship, communication, mood of the elderly, animation, socializing.

1. Old age and moving to retirement home

Conditions for qualitative old age are created on different levels: on the level of state social security, on the level of civil society and every individual is also responsible for creating good conditions for his old age (Stanojevič Jerkovič, 2006).
Aging doesn't happen at once but is a process which is happening slowly and is getting from phase to phase. We understand old age as a part of life which has to be accepted. We have to face the good and the bad sides, but most of all we have to give meaning to our life in old age (Kobentar 1998).
Accetto points out that the old age has to be equivalent to other life periods, like childhood, youth and middle age. All life periods have to be equally represented in the society dynamics if we want to have a balanced society. The elderly are equivalently a part of the population whole of the society which has done a lot for the development of the society and is still contributing to the best of its abilities to the society dynamics (Accetto, 1987).
Ramovš classifies old age in three levels:

- In the early old age which is the period of the old age from 65 to 75. Health is still allowing the person to be active, this is why this period is active and on some way accustoming to the free retirement life.
- Middle old age which captures old age from 76 to 85 years. In this period a person is getting accustomed to worse health and less strength.
- The late old age, this captures the age after 86 year. In this period a human needs help, this is why synergy is necessary (Ramovš, 2003, page 74 – 75).

Regoršek determines problems and distress of elderly in three different levels:

- Physical-material problems connected with disease, incapability for independent care and material shortage.
- Mental distress connected with bad emotional mood, memory loss, loss of environment perception.
- Problems in relationships which can cause loneliness and isolation from the environment.
- Living-spiritual problems which can cause spiritual emptiness, loss of meaning and fear of death (Regoršek, 2005).

Ramovš points out that every old person in the third life period needs for qualitative life: own history, material safety and good human relationships (Ramovš, 2003, page 69).
The problems accompanying old people present on different ways. In the article we are focused on the psycho-sociological side which is important for the life quality of an old person. Distress, caused by the psycho-social relationships, is very demanding and makes life quality impossible.

Elderly must accept old age and must be in favor of this life period. He must open up to his close relatives and the society. He must accept the fact that he is losing his physical strength in old age. He must give a meaning to his life. Old age can be pretty and meaningful if we accept it and live it fully
(Ramovš, 2003, page 53).
Giving meaning to life means finding conditions for happiness. Every person young or old wants to be happy. This is why Powell thinks that happiness is naturally given. If a human being is confronted with chronic feeling of being miserable then something is wrong or missing (Powell, 2006, page 7). This is why finding the meaning is very important.
What happens, when an old person must leave home and the retirement home becomes his new home? Some find it hard to accept the change, the others find it easier. It depends on the physical, psychological and spiritual needs of the elderly.
Schlauer thinks that moving to the retirement home is accompanied by different life turning points, like loss of partner, sudden disease or other unplanned events when an old person starts feeling weak and feels the need for help (Schlauer, 2005).
When an old person is willfully getting ready for moving to the retirement home and accepts the placing in retirement home, as a chance for searching for new life qualities, spreading social network and a possibility to satisfy different needs and gets actively involved in activities which the retirement home offers, then he finds the meaning of his life and satisfaction. In this case the retirement home is a possibility to spend old age qualitatively.
It can happen that an old person cannot accept moving to retirement home, cannot freely separate from his primary home but is pushed to the institutional care, weakness, debility and situations he cannot control or manage by himself. In such case can happen that he cannot accept the change and find the meaning of his life in retirement home. In such case he can experience existential vacuum which can exhaust him. Frankl explains that in such situation a person can lose his life goals. He can experience a complete devaluation of the reality; everything becomes meaningless (Frankl, 1993, page 58).
Existential vacuum can cause a traumatic state. Trauma can cause transformation of personality, believes, spirituality and understanding of the meaning of life, it can change the way of life of an elderly person (Cvetek, 2009, page 11) who is situated in an institutional care - retirement home. Wilson thinks that trauma can be the darkness of living and can influence or destroy the meaning of loving relationships (Wilson, 2004).
One of the problems, a lot of elderly are faced with, is loneliness. Loneliness can cause the loss of meaning of life, which can exhaust a person in a physical way. Such person doesn't have the need for personal human relationship satisfied, which gives human strength and acceptance. Ramovš points out that loneliness is one of the most frequent distresses in the life of an elderly (Ramovš, 2003, page 104). Loneliness is the feeling of alienation or isolation from the society (Hvalič Touzery, 2006).
Luanaigh and Lawlor differ between social and emotional loneliness. Social loneliness is a result of the isolation from society which reflects the lack of social integration. Emotional loneliness is the result of the loss of the partner or family members which creates an emotional emptiness, and this leads to loneliness and emotional apathy (Luanaigh in Lawlor, 2008).
As an answer to loneliness they started establishing universities for third life period in England which are also getting put into force in Slovenia. The aim of establishing these universities is the implementation of elderly in the educational process and spreading social networks. Elderly can sign to different programs, and also co-create new programs. This strengthens innovativeness, acceptance, occupation, benefits and spreads social network (Reed, etc., 2004).

2. Institutional care of elderly

Moving an elderly into a retirement home is according to law a part of the institutional care of elderly (Gazette RS, 2007).
The Association of Social Institutions Slovenia determines the basic services which the retirement homes must assure:

- Staying or placing in single, double rooms or rooms with more beds.
- Cleaning the rooms and washing the clothes.
- Organized and according to their state of health suitable food and technical supply.
- Personal help, social care and welfare.
- Health care and health rehabilitation.
- Basic health activity which health cares or private doctors offer (Association of Social Institutions Slovenia)

Known is the statement that every person has two homes. In the first home he is born and in the second he creates a family. In the society of our time we can say that a lot of people have a third home, when they get old this is the retirement home (Belič, 1997). Institutional care can be short-term or lifelong, depending on the possibility for care of the elderly's active relatives.
Institutional care is for the elderly positive in the field of care and physical care but can negatively influence the psychical and physical state of health. A lot of service users of the institutional care complain that they do not feel as good in the retirement home as at home. Of course some of them feel better in the retirement home than in home environment. This depends on the person, his communicativeness, his meaning of life and if he is capable to reestablish a qualitative social network in the new environment. Borg thinks that physical dependence on the retirement home personnel influences worse psychical state of health because the feeling of weakness is getting stronger which makes the elderly physically and mentally weaker (Borg, et al., 2006).

To avoid the negative feelings and troubles, which such changes like moving to the retirement home can cause, they try in the retirement home to create domestic atmosphere. This influences some people on a positive way because they get actively involved in life and dynamics which creates the organization in the retirement home. Those residents, who cannot get involved in the dynamics offered by the retirement home, stay lonely and physical and psychological problems usually get worse.

The research on loneliness of the elderly made by Maja Kralj has shown that a lot of people feel lonely or are lonesome in the retirement home. 66% of the interviewed people feel lonesome in the retirement home. The research shows that the cause for loneliness is the constraint or necessity that the elderly should go to home which means that the elderly doesn't have anybody who could take care of him at home and this is why he is forced to go to the retirement home. In the retirement home some people have troubles adapting and reestablishing social networks. If a person distances him from other residents and happening in the retirement home, problems occur and the results are physical and psychical diseases.

The research also explains how residents overcome loneliness in the retirement home. The most frequent is the statement – 100% say socializing with other residents, 95% socializing with family members and friends, 85% watching TV, 80% visiting retirement home performances and reading books, 65% going for a walk, 45% exercise, 25% visiting work therapy, 10% socializing with volunteers (Kralj, 2013, page 38 – 45).

The research results show that the most statements of the retirement home residents regarding the loneliness overcoming are connected with communication. Interesting is a quite low result which shows socializing with volunteers which is pointing out the fact that in the retirement home volunteering is relatively bad represented.

3. The meaning of communication with elderly in the institutional care

Communication is for a human being the basis of personal growth and creation of conditions for satisfaction. Loneliness is the absence of communication and this fact should be considered by all the institutions involved in care of elderly.

In a modern world we have to consider different levels of communication. The most important is still personal contact and way of communication. Fact is also that there are every day more and more people with good computer skills, also elderly and this fact enables that parents who are for example in retirement home in Slovenia, communicate via internet with their children who are in the USA or some other distant places. This is why the communication is in our times global which means that we have, in technical meaning, a lot of different possibilities which enable technically quite qualitative communication, regardless the place of our staying. We must not neglect this fact because in the global world people travel a lot and change their living environment (Wetherbe, 2005).

Pease (2007) stresses that young use their own communication language or slang which is unknown to the elderly (Pease, 2007). Despite this fact are communication possibilities in today's world accessible in much larger extent than 30 years ago, when we didn't know any other possibilities than personal contact and telephone. But technical possibilities alone don't assure qualitative communication. We get qualitative communication with our personal engagement and readiness to devote our attention to an elderly, to listen to him, try to understand him and create an atmosphere of attention, respect and sympathy.

Communication is the transfer of excepted symbols among people. When we communicate we transfer messages with the help of different symbols, like gesticulation, words, body language, voice color, body mimicry (Mihaljčič, 2000).

Gasar explains that good communication is the one that reaches its goal. In order for a communication to be good the same people must explain the message the same way. This is why an effective communication depends on transmission and acceptance of the message. Based on this fact we have four rules of communicology: be flexible and skillful, respect the person we are talking to and ourselves, consider the circumstances and work as a part of a working group (Gasar, 2005).

Weisinger points to four communication levels: polite phrases, actual information, thoughts and ideas and expressing feelings. Emotional intelligence helps us to choose the right communication level. We must know on which level we are talking to our speaker and find out if this level is suitable for the person we are talking to (Weisinger, 2001).

We come to a question how to communicate with elderly. Some elderly distance themselves from modern world, and live in their own world. But fact is that elderly are a part of every culture which they have created and are still creating. Stability of relationships means a lot to elderly. Communication is a factor for integrating an elderly to the society. This is why this must not be neglected.

The research made by Žiga Klančnik explains that 53% of elderly are partially satisfied with communication, 35% are satisfied with communication, 10% are unsatisfied and only 2% of elderly are very satisfied with communication. The research also shows with whom elderly prefer to communicate: to 67% the age of the speaker doesn't play the main role while communicating, 23% prefer to communicate with person of the same age, 5% prefer to communicate with people younger than themselves, with older 2% and with children 3% of the elderly. The results show that elderly aren't demanding regarding the speaker but it is important that there is a constructive communication between the speakers. Interesting are also the results regarding modern communication means among elderly. 53% mean that they bring advantages but they also have negative sides, 30% is refusing this way of life, 17% is regularly using them and would find it hard to live without them. The results show that a lot of elderly accept new communication ways and despite the fact that modern technologies are available for more than 20 years, 17% are using them which I estimate as a high percentage (Klančnik, 2010).

The research on communication among the employees and elderly who live in the retirement home in Slovenia has shown that the communication of the employees is good. The employees show care, friendliness, attention and empathy to the elderly. The elderly feel in the institutions respected, accepted and safe (Zaletel et al., 2008).
Communication is an important factor in the life of every person because life quality depends on it. In the retirement home must specialized programs base on good communication between the employees and the service users, between the employees and users alone. Of course there are also volunteers and young who come to the retirement home for their internship where they don't only learn specialized work but also qualitative communication.

4. Presentation of research and results

In the qualitative research were involved a retirement home resident and a high school student making her internship. The research type is a case study which I have made in a retirement home where I have been researching communication between the high school student and the retirement home resident.

The research is made of word descriptions and narratives of the participants. I have analyzed the handling materials on the linguistic level without using measuring procedures and numerical operations.

As a research instrument I have used a semi-structured interview with which I have determined opinions and statements regarding communication of both participants.
I have been asking question with the help of semi-structured interview on the basis of frame topics. I let the possibility of broadening the topic because the co-speakers were praxis specialist and have by themselves through the interview coordinated the speech. I have been finding out how communication of both co-speakers is, where their communication problems are and what does the communication offer them for life.
Qualitative research has taken place in short, successive, research sequences where followed problem formulation, material collecting and analysis. (Mesec,1998). At the end I have collected the results of the qualitative research, formed discussion and formed conclusions.

In the research I have been looking for the answer to the research question:

1. Which benefits do the retirement home resident and the high school student have from their socializing?
2. How does communication affect the mood of the high school student and the elderly in the retirement home?
3. Which barriers occur with their communication and their socializing?
4. Which good practice do they use to positively develop communication and socializing?

4. 1. Research results and results' interpretation

4.1./1. Which benefits do the retirement home resident and the high school student have from the socializing?

High school student	***Retirement home resident***
New experience	Good mood
More knowledge	Variegation of the day
Usefulness	

Regarding the questions about the usefulness of socializing between them, they both see benefits. Socializing with the high school student variegates the day, makes the day brighter and brings her in good mood. She shortly expresses that socializing with the high school student is useful.
The high school student sees advantage in socializing with the retirement home resident in collecting new knowledge, learning because she gains new knowledge during the interaction. She also feels useful because she makes something positive with the visit – something useful that raises her confidence.
Socializing of the retirement home resident and the high school student is positive because they both state benefits of their socializing.

4.1./2. How does communication affect the mood of the high school student and the retirement home resident?

High school student	***Retirement home resident***
Happiness	Good mood
Confidence	Variegation of the day
Overcoming fear	

Communication is very important because it is the interaction tool between two persons. The retirement home resident states that communication brings her in good mood and makes her day brighter. Shortly - her estimation is that communication is good and useful.

The high school student also expresses the usefulness of the communication. She feels more confident and happy.
Communication between the high school student and the retirement home resident is productive because it raises the emotional satisfaction of both.
4.1./3. Which barriers occur with their communication and socializing?

The high school student	***Retirement home resident***
	Fear
Lack of understanding the speech	Physical weakness
	Speech problems because of the disease

Barriers which make the communication harder are connected with resident's sickness. The resident expresses a barrier like fear. Fear is connected to the disease because the resident has Parkinson's disease which makes her moving harder or causes uncontrolled moves and physical weakness. The resident's fear is expressed because she is afraid that the high school student wouldn't understand her moves, weakness and that she would have a false opinion about her. Speech problems are also connected with the mentioned disease.
The high school student states that she sometimes has difficulties understanding her because her speech is sometimes incomprehensible. But the high school student is aware of the fact that this is the result of the disease and she accepts this.
4.1./ 4. Which good practice do they use to positively develop communication and socializing?

High school student	***Retirement home resident***
Playing board games	Talking
Emission of optimism	Playing cards and board games
Walks	Walks
Visiting the retirement home chapel	
Talk	

It is interesting that both participants state the same or similar good practice to positively develop communication and socializing. As a good practice states the retirement home resident is talk, playing board games and going for a walk.

As a good practice states the high school student expressing optimism which positively influences the retirement home resident. Other statements of good practice are the same as with the retirement home resident.

5. Conclusion

Ageing is a fact which accompanies every human being. There is a high probability that one day we will be old. We have to accept aging, face it and give it a meaning. The old age brings new qualities and also new troubles caused by trauma, psychical tensions and even lighter or heavier sorts of mental disturbances.
Going to a retirement home can be a big change for an elderly, which can end well or cause psychical tensions and disturbances. This is why the retirement homes must create such conditions that are elderly-friendly.
A productive communication with the retirement home personnel, relatives, volunteers and the residents of the retirement home is very important for a good state of health in the retirement home. Spreading social network is of big importance for the elderly. In the research we have found out that socializing between the resident of the retirement home and the high school student is very important because they both had some benefits. Creating the conditions for a productive communication is one of important factors which creates benefits, emotional satisfaction, and meaning and stimulates progress in life or increases the life quality of all the participators. The case study shows that socializing with young people and in general with different people is useful for the retirement home residents. Because of her disease the mentioned resident doesn't attend home entertainment. The cause is her lack of confidence, reticence and self-isolation which is typical for these patients which have the Parkinson disease, as the resident has. The internship of the high school student is an example of good practice on how to find a way to raise life quality of the retirement home residents which are isolated because of their disease or isolate themselves. Such residents are tight to their bed or their living space is their small room. Programs which get planned by the retirement homes mostly include movable and active people. For people who are isolated because of their disease or isolate themselves, is hard to plan social program, socialization which could be the added value to the quality of life of an elderly. The person who visits elderly, who are tight to their sickbed or are self-isolated, must be communicative, patient and understandable. They have to be aware of the fact that sick

people are sensitive which can quickly cause barriers, which make good communication and life quality harder or even impossible. In the research we have found out that socialization of the retirement home resident and the high school student positively affects the home resident and the high school student. They both have advantages which is a positive fact. Young people must also be qualified for this kind of socializing. The young are comprehensive for socializing with elderly. Elderly are at first a little bit suspicious, but once communication flows, new dimensions are opened which enriches the life of all the participants.

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YOUNG PEOPLE'S RELATIONSHIP TO OLD AGE AND THEIR OWN AGEING

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Abstract
In this paper, I discuss the relationship of young people to old age and their own ageing, with respect to their education, work experience, social convoy, and inclination to media. It is based on assumptions of social constructionism, which represents one of the foundations of Grounded Theory. The research is aimed at determining how the social construction of ageing appears among young people. I have carried out the survey among young female students aged 19 to 24 years

through a questionnaire, and processed the data by using a quantitative methodology. The study has confirmed the existence of a more positive trend of young people's relationship to the elderly, and the attitude of young people to their own ageing is explicitly positive, which will result in a healthier and happier broader society.

Keywords: Social construction of ageing, young people, ageing, relationship to old age, social constructionism

INTRODUCTION

Demographic changes represent one of the key challenges of the future because of the fast growth of the elderly part in the society. Elderly are becoming an important social group which influence the development of humanity and society. The social meaning of old age and ageing isn't defined only by the age limit but by relationships between young people and elderly. Because of the society ageing phenomena we will in the future more often have to deal with questions of cohabitation; this is why it is necessary to change the relationship to elderly in the society.

In this paper I have been researching the relationship of young people to old age and their own ageing, with respect to their education, work experience, social convoy, and inclination to media. The research is aimed at determining how the social construction of ageing appears among young people. I have been researching its theoretical basis and checking what researches on ageing construction show.

In the case study of the young people's relationship to old age and ageing, I am dealing with assumptions of social constructivism, which represents one of the foundations of Grounded Theory (Charmaz, 2006, 10). This theory is focusing on creating notion frames or theories by building inductive analyses from gained data (Charmaz, 2006, 187). The essence of constructivism is that social groups are together creating knowledge about the world by creating a specific group of artefacts which have a common meaning. Social constructivism is a theoretical perspective which presumes that people are creating social reality with individual and collective actions (Charmaz, 2006, 189).

In the research participated young people, aged between 19 and 24. With the questionnaire I have measured projection of their ageing process. With it I want to contribute to the explanation of social construction of ageing among young people and find out where it originates. I have predicted to confirm all the hypotheses. Gained negative samples of young to elderly have been many times scientifically confirmed, and in the modern research period is the trend of young people's relationship to elderly turning in a positive direction.

Theoretical origins

Relationship to elderly and ageing is partially a thing of images and explanations but it is also influenced by the position which elderly in the society structure have (Fahey, 1994). He thinks that we have to understand the social context which forms this relationship in order to understand the general relationship to ageing and elderly and the relationship of elderly themselves. Moulaert and Biggs (2013) critically handle topics which are in the context of demographic changes connected to work and retirement. They find out that active and productive ageing is important which is based on mature identity of an individual. Individual's autonomy is the main key to all the reforms for active ageing. Kinsella and Phillips (2005, 36) say that productive and healthy ageing is important for a successful ageing. They state that the word »active« means continuing the participation in the social, economic, cultural, spiritual and public sphere, and not only physical and economic activity. Gergen (1973) has set the thesis that the theories of human social behavior are above all a reflexion of the every time historical moment. He states that the phenomena in the sociology do not exist by themselves and that human behavior about them isn't recognition of objective existing reality but its social construction. Social constructivism has been developed by the psychologist Vygotsky (1978). Despite the fact that he was a cognitivist he rejected the presumption that learning can be separated from the social context. He asserted that all the cognitive functions origin from social interactions and that learning isn't only an assimilation and setting of new knowledge but a process with which students are involved in the society of knowledge (Vygotsky, 1978, 57).

Vygotsky's theory of social learning has spread on numerous theoretic and researchers. Edwards (1997) thinks that thinking and inference aren't categories which exist by themselves – like biologically given – before language. In reference to Vygotsky this direction supposes that already the children's early cognitive development is importantly determined by cultural elements and language, so that culture doesn't only influence individual's mind but also creates it. Human behavior is a construction which can always be different but only in the range of reality.

About social construction of personal history and its consequences for the development of adults discusses Pasupathi (2001) in his article. He studies speech reconstructions of former experience as possible mechanisms with which people social construct their past and their worlds through their entire life and from these resulting consequences for understanding adult's development. He states that autobiographic memory is socially constructed and that talks about past can influence the identity development in adulthood. Socially constructed reality or common measurement, as McNamee (2010) names it, is a complex and sophisticated process of continuous building. He states that in the perspective of constructivism is knowledge in the world among people built on relation processes. He also thinks that knowledge is valid and is preserved for so long, until people agree that it is valid and has to be preserved. He believes that language is the mean through which relation processes go, this is why language changes cause new meanings which bring new knowledge.

Shortly, we are with our everyday interaction creating relation reality, in which we live. McNamee (2010) also states that by researching social construction the researchers aren't neutral but full of ideologies and interests. The research decisions have been made based on "wide spectrum of doubts including the pragmatic things to which the researched people are reacting to, which research forms are mostly compatible with the participants and etc." (McNamee, 2010, 14).
When people feel old, researched Ward (1984), who states that only 20 % of Americans, aged between 60 and 69, determined themselves as old, in the group between 70 and 80 years determined themselves as old 66 % of people.
Bennet (1976) has already 40 years ago researched the relationship to ageing and ageing. In a general research she was finding out the young people's relationship to elderly, young people's contacts with elderly and the effort to change the relationship of the young to elderly. She has found out that as well elderly as young believe in negative images of the reality, that elderly's life is difficult and that there are exceptions to this rule.
Allan and Johnson (2009) have been checking how young people fear of ageing influences the young people's relationship to elderly. They have found out that knowledge and contacts with elderly indirectly influence the ageing stereotypes, and directly influences them fear of their own ageing. Bailey (1991) has been studying what knowledge elderly and young adults have about normal ageing and their positive relationship to elderly. He has found out that young and old adults do not differ by knowing normal ageing. The elder adults have had a slightly but not essentially more positive relationship to elderly. Young women have even had a more positive relationship to elderly than young men.
Oberg and Tornstam (2003) have made an empirical research among 1250 Swedes, aged between 20 and 85 years, on general relationship of young to ageing. The results have shown quite a positive relationship to ageing, mostly among young and middle-aged people. One of explanations is that the consumption society, with its new chances and roles for elderly, can positively affect this relationship. Arh Sevšek, (2012) has made a research on the example of 50 high school students in Slovenia, aged between 17 and 18 and found out that young have a lot of respect for elderly, aren't afraid of old age and ageing, and even think that old age can be very pretty.
Phillips, Ajrouch and Hillcoat-Nalletamby (2010) state that the way of working of the social network and social support in the life of an individual, handles the Convoy theory. The convoy of a person is made by the important others. These are people who stimulate individual's maturity and offer him support when he needs it. With a comprehensive research have Bousfield and Hutchison (2010) found out that among elderly and young is the most important thing quality and not the frequency of intergenerational contacts. The quality of intergenerational contacts is namely positively connected with the opinions of young and their behavior towards elderly.
On the social level we see bigger and bigger changes in relationships between generations because the period of youth is getting longer. Ule (2008, 126) states three youth periods which have a typical sequence:

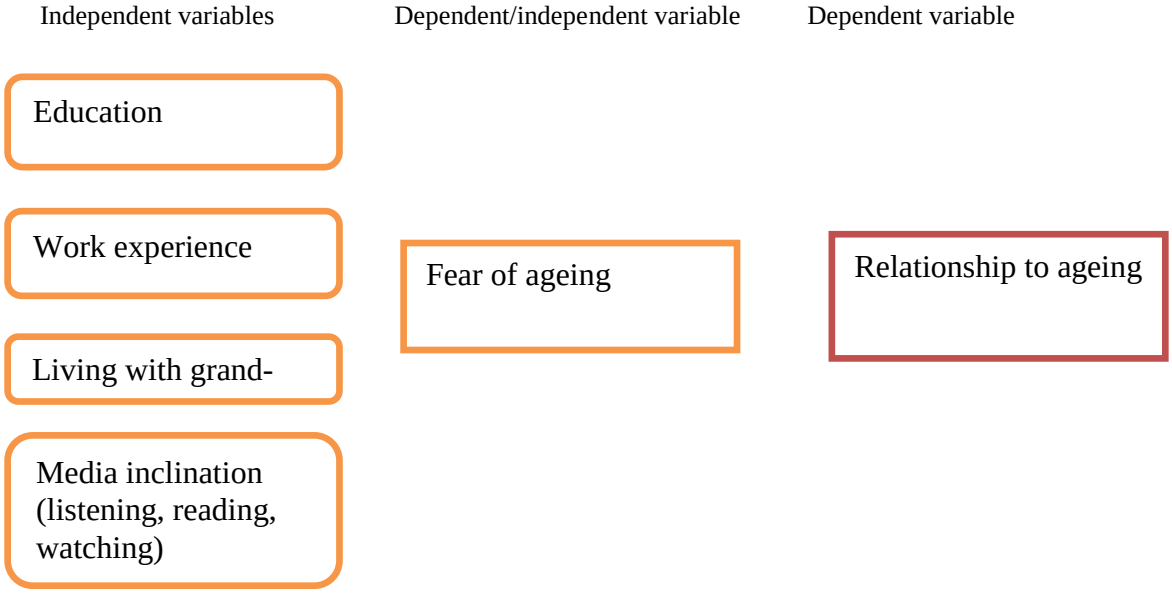
- classical youth (14 – 18 years): young have mostly the status of high school pupils, apprentices;
- prolonged youth (19 – 24 years): period of college and university study;
- pre-adult period (25 – 29 years): period of getting economically and socially independent.

To young people is the period of college a special school for life which finally determines their value system of educated young people, also political affiliation, bigger life broadness and a more tolerant attitude to the world (Ule, 2008, 175).
An intercultural comparison of opinions and attentions for elderly care, have among 256 Australian and 204 Chinese students of health care made Shen, Dongxia Xiao and Paterson (2013). They have compared factors which influence their attention for elderly care. The percentage of students who would prefer to take care of the elderly was significantly higher in the Chinese group (72,1%) than in the Australian group (45,3%) which is connected to the collectivistic culture. They have found out that young with more work experience have more positive relationship to the work with elderly.
The population ageing has been the discussion topic in the last few decades. How this topic is represented in the media have been founding out Lundgren and Ljuslinder (2011). Elderly have mostly expressed the need for care and services. They have found out that ageing is most of all a political and economic question and not only a problem of elderly themselves. They have found out that elderly are represented in stereotypical and marginal roles, and this is why the society is negatively handling them also in the "real life".
Based on theoretical origins and theoretical model I have formed the following hypotheses:

- H1 »More educated young people have no fear of ageing.«
- H2 »Young people with more work experience have a more positive relationship to ageing.«
- H3 »Young people living with their grandparents have a more positive relationship to ageing than the ones who don't.«
- H4 »Young people afraid of ageing have a negative relationship to ageing.«
- H5 »Young people not inclined to media following (listening, reading, watching) have a negative relationship to ageing.«
- H6 »More educated young people have a more positive relationship to ageing.«

I assume that with the research I will confirm all the hypotheses.
In the theoretical model are presented the independent and dependent variables which I will research.
The independent variables are: education, work experience, living with grandparents and media inclination (listening, reading, watching). The dependent variable is the young people's relationship to ageing.

The variable fear of ageing is dependent and independent. It is a dependent variable while finding out the connection of education influence and it is independent variable while finding out the connection of young people's relationship to ageing.



Picture 1: Model of young people's relationship to ageing

Methodes

For research working I have used quantitative methodology. I handled the data with the description statistic method with which I have calculated the frequencies of answers; where reasonable also the arithmetic mean, median, modus and standard deviation. While checking individual hypotheses I have used the statistical program SpSS with which I have made the testing of variables connection with Spearman coefficient of range correlation and hi square test. I have also made the t-test of independent variables for determining differences between the groups.

SAMPLE

In the paper I have been researching the young people's relationship to old age and their own ageing. The aim of this paper is to find out how social ageing construction among young is being created, this is why the sample has been limited to young people between 19 and 24. I have measured the projection of their ageing process with a questionnaire. The population is represented by listeners in the chosen class of a part-time study. I have distributed the questionnaires among the listeners at the High school for Pharmaceutics, Cosmetics and Health in Ljubljana.

Interviewees age from 19 to 24 was set in advance, this is why all the people elder than 24 years had to be eliminated. The selection narrowed from 20 high school students to 11 female high school students of the part-time study who fulfilled the criteria for questionnaire handling. This is why the questionnaire got only the selected listeners of the researched class.

The first question complex involved the demographic data: education, occupation, sex, years of service, employment, age and people living in their community.

Table 1: Demographic data

Topic	Category	Frequency	Frequency in %
EDUCATION	less than vocational school	0	0
	vocational school	0	0
	high school	10	91
	institution of higher education	0	0
	college	0	0
	college or faculty	1	9

	master	0	0
	doctorate	0	0
OCCUPATION	cosmetic technician	1	9
	secondary school graduate	6	55
	graduate designer (Design college, Lj.)	1	9
	/	3	27
SEX	male	0	0
	female	11	100
YEARS OF SERVICE	0 years	10	91
	2 years	1	9
EMPLOYMENT	regular job	1	9
	part time job	1	9
	unemployed	2	18
	student	7	64
AGE	19-24	11	100
WITH WHOM DO YOU LIVE IN THE COMMUNITY	grandparents	3	27
	parents	11	100
	brothers/sisters	5	45
	other relatives	0	0

In the research have participated only female interviewees aged between 19 and 24.
9% have finished college and have two years of service; other 91% have finished high school and have no years of service. More than a half of the interviewees (55%) are secondary school graduates, 9% are cosmetic technicians and 9% are graduate designers. Others didn't write their occupation. The most interviewees (64%) are students, 9% have a part time job and 9% have a regular job. Expected was also the fact that all 11 (100%) listeners still live with their parents, among them almost a half (45%) lives with their brothers or sisters, 27% also with their grandparents.

Table 2: Middle values of young people's age

median	modus	modus frequency	smallest variable value	highest variable value
21,0	20,0	4	19	24

From Table 2 is evident that median is 21 years, and that modus is 20 years.4 young people were 20 years old, which represents the modus frequency. Minimum age was 19 years and maximum age was 24 years.

INSTRUMENT

In the research I have used interviewing with the help of questionnaire with which I have measured projection of young people's relationship, age between 19 in 24, to their ageing process. They have had to express inclination to all five statements of the questionnaire. I have gained data in five compounds. The questionnaire has been given to the students of doctoral study of social gerontology as material of the subject Social ageing construction. It has been formed to determine the young people's relationship to old age and ageing and it had opened and closed type questions.
The first question compound included demographic data: education, occupation, sex, years of service, employment, age and people living in their community.
In the second question compound I have been checking, when young people think the elderly are old, considering the chronological age and the age to which the young interviewees would like to live.
In the third question compound the interviewees marked their inclination to listening, reading or watching twelve particular media on the Thurston's 5-level scale. The scale span was from 1 (rarely) to 5 (often). The variable is interval.
In the fourth compound was a closed type question. The interviewees had to state reasons why they wanted to live as long as they have written.
In the fifth question compound have the interviewees marked inclination to twelve statements on ageing process. The interval on the Thurston's 5-level scale had the span from 1 (rarely) to 5 (often). The variable is interval.
The interviewing was completely anonymous; this is why there were no ethical dilemma and restrictions while researching.

RESULTS

In the second question compound I have checked when young people think the elderly are old, considering the chronological age and considering the age to which young interviewees would like to live.

Table 3: Old age years, at which elderly are according to young people old

When are people old?	N	Frequency	Frequency in %	Cumulative frequency in %
50	10	1	10,0	10,0
55	10	1	10,0	20,0
60	10	2	20,0	40,0
65	10	4	40,0	80,0
70	10	2	20,0	100,0
Total		10	100	

The research show that 40% of people aged between 19 and 24 said that the age of 65 marks people as old, which represents the highest number of statements. The least young people (10%) has the opinion that age 50 and 55 determine old people.

Table 4: Variable statistics of when people are old

N	Valid	10
	Missing	1
Arithmetic mean		62,50
Median		65,00
Modus		65
Standard deviation		6,346
Minimum		50
Maximum		70

Table 4 shows that according to young people's opinion 62,50 is that average age which determines people as old. The standard deviation which shows deviation from the average year estimation and determines people as old is 6,346 years. Standard deviation shows that the deviation among young people's answers has been relatively small because it doesn't exceed the third of the arithmetic mean value. Among the stated years according to which young people determine old age, was the middle value (median) 65 years and this is the value of which the half of unites is under the middle value and half above it.

The most frequent age statement, which marks the old age (modus), was 65 years. The lowest age statement, when people are old, was 50 years and the highest age statement was 70 years.

Table 5: Expected age

How long do you wish to live?	N	Frequency	Frequency in %	Cumulative frequency %
70	11	1	9,1	9,1
75	11	1	9,1	18,2
80	11	2	18,2	36,4
85	11	3	27,3	63,6
100	11	4	36,4	100,0
Total		11	100	

The research shows that most young (36,4 %) said that their expected age is 100 years. The least interviewees (9,1%) stated as the expected age 70 years and the same percentage also the age of 75 years.

Table 6: Expected age variable statistics

N	Valid	11
	Missing	0
Arithmetic mean		87,27
Median		85,00
Modus		100
Standard deviation		11,037
Minimum		70
Maximum		100

The expected age variable statistics show that the expected age was 87,27 years. Standard deviation which shows deviation from the average estimation was 11,037 years. Standard deviation shows that deviations among the answers of young people have been relatively small, because they don't exceed the third of the arithmetic mean value.
Among the stated years which present the expected age was the middle value (median) 85 years. This is why this year is the value, of which the half of the years is under the middle value and half above it.
The most frequent age statement which determines the expected age (modus) was 100 years. The lowest age statement of the expected age was 70 and the highest 100 years.

In the question compound about media I have been researching the inclination of young people, aged between 19 and 24 years, to listening, reading and watching particular media. Inclination estimation has been given on a scale from 1 to 5, where 1 means rarely, 3 neutral and 5 an often inclination.
With the question on inclination to individual media is connected:
- hypothesis H5 »Young people who are inclined to media following (listening, reading, watching) have a negative relationship to ageing.«
With hypothesis checking I have used a correlation coefficient and variables:

- frequency of listening, reading and watching a particular media,
- relationship to ageing.

Table 7: Correlate coefficient of checking the hypothesis H5

		Relationship to aging (common)
popular magazines	Correlation Coefficient	,136
	Sig. (2-tailed)	,689
	N	11
expert magazines	Correlation Coefficient	**-,208**
	Sig. (2-tailed)	,539
	N	11
scientific magazines	Correlation Coefficient	**-,250**
	Sig. (2-tailed)	,458
	N	11
daily – journal	Correlation Coefficient	,016
	Sig. (2-tailed)	,963
	N	11
weekly – journal	Correlation Coefficient	,158
	Sig. (2-tailed)	,642
	N	11
internet	Correlation Coefficient	**-,164**
	Sig. (2-tailed)	,631
	N	11
social networks on the internet	Correlation Coefficient	,221

	Sig. (2-tailed)	,513
	N	11
local radio	Correlation Coefficient	,476
	Sig. (2-tailed)	,139
	N	11
national radio	Correlation Coefficient	**-,045**
	Sig. (2-tailed)	,896
	N	11
local TV	Correlation Coefficient	,091
	Sig. (2-tailed)	,790
	N	11
national TV	Correlation Coefficient	**-,047**
	Sig. (2-tailed)	,890
	N	11
other media	Correlation Coefficient	**-,486**
	Sig. (2-tailed)	,130
	N	11

Table 7 shows that there is a negative connection between the frequency of listening, reading or watching a particular media and the relationship to ageing which is in six of twelve cases in compliance with the set hypothesis H5. Connections aren't statically typical and because of that I have rejected hypothesis H5.
In the fourth compound was a closed type question. Interviewees stated reasons, why they wanted to life as long as they have stated.

Table 8: Old age reasons: Why do you wish to live as long as you have stated?

Old age reasons: Why do you wish to live as long as you have stated?	**YES**	**YES Frequency in %**	**NO**	**NO Frequency in %**
I don't wish to upset people around me with my incapability and bad health when I get old.	5	45	6	55
To the age I have stated I wish to become wiser and experience as much as I can.	10	91	1	9
My productivity will be lesser to that extent that I will get completely ineffective.	1	10	9	90
Life will lose its meaning.	/	/	10	100
There will be no joy in my life anymore when I get old.	1	10	9	90
I will be lonely in old age.	/	/	10	100
I think that in the future space will have to be left for young people.	8	73	3	27
Other people's relationship to me, when I get old, will be negative and I won't enjoy their presence anymore.	1	10	9	90
When I get old I will change and won't see my role in the society anymore.	/	/	10	100
When I will see myself in the mirror looking old and wrinkled, I will be sad and it is better that I go.	/	/	10	100
I don't wish to live so long that people will see me as an old person.	/	/	10	100

In the table 8 we see young people's main reasons why they want to live as long as they have stated. Interviewees are 100% unified that the meaning of life won't get lost in old age and they believe that they won't get lonely in old age. They also in 100% said no, so they think that will still have their own role in the society and that the picture in the mirror won't make them sad when they get old; this is why they want to live so long that others won't see them as old. Young mostly agree (90% answerers were affirmative) that their explanation of the reason for the expected age is that to the marked age they want to become wise and experience as much as possible. With 73% affirmative answers young people expressed that the reason for the stated expected age is to leave space for the younger generation. The least unified where young people regarding the statement, that they don't want to upset people around them with their incapability and bad health when they get old, because 45% of young agreed with the statement, and 55% didn't agree. With the research of the reasons why young aged to 24 years want to live as long as they have stated is connected the **hypothesis H1 »More educated young people don't have fear of ageing.«**

Table 9: Contingency tables and hi square test

		Less educated and more educated			
		Less educated	More educated	Total	Pearson Chi-Square
I don't wish to upset people around me with my incapability and bad health when I get old.	yes	6	0	6	,251
	no	4	1	5	
	total	10	1	11	
To the age I have stated I wish to become wiser and experience as much as I can.	yes	2	0	2	
	no	8	1	9	
	total	10	1	11	0,621
My productivity will be lesser to that extent that I will get completely ineffective.	yes	8	1	9	
	no	1	0	1	
	total	9	1	10	0,725
Life will lose its meaning.	yes	9	1	10	
	no	0	0	0	
	total	9	1	10	*
There will be no joy in my life anymore when I get old.	da	8	1	9	
	ne	1	0	1	
	total	9	1	10	0,725
I will be lonely in old age.	yes	9	1	10	
	no	0	0	0	
	total	9	1	10	*
I think that in the future space will have to be left for young people.	yes	3	0	3	
	no	7	1	8	
	total	10	1	11	0,521
Other people's relationship to me, when I get old, will be negative and I won't enjoy their presence anymore.	yes	8	1	9	
	no	1	0	1	
	total	9	1	10	0,725
When I get old I will change and won't see my role in the society anymore.	yes	9	1	10	
	no	0	0	0	
	total	9	1	10	*
When I will see myself in the mirror looking old and wrinkled, I will be sad and it is better that I go.	yes	9	1	10	
	no	0	0	0	
	total	9	1	10	*
I don't wish to live so long that people will see me as an old person.	yes	9	1	10	
	no	0	0	0	*

total	9	1	10	

* sig. cannot be calculated because all of the interviewees answered only with yes.

With checking the hypothesis H1 I have used the following variables:

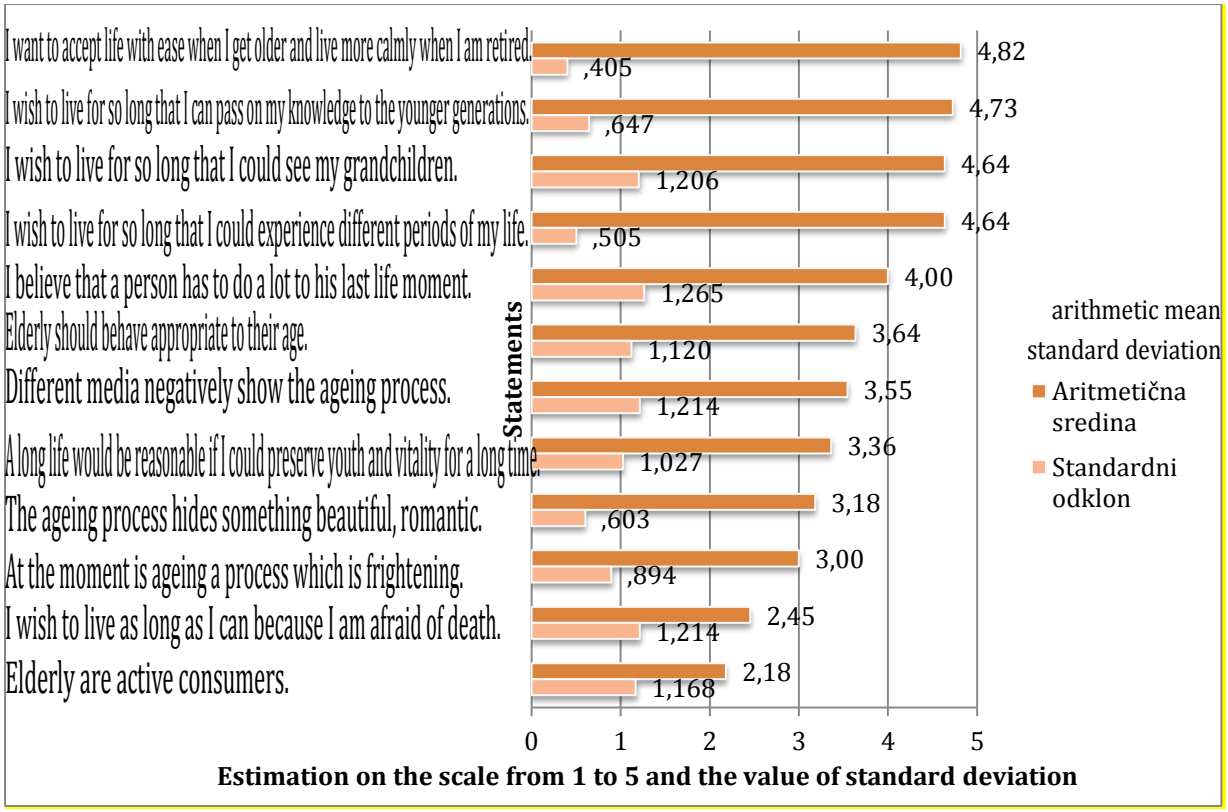
- fear of ageing which has been measured based on the statements regarding the reasons for stating the expected age,
- education (more educated/less educated).

The variable education had been prepared this way that I have instead of the primary eight levels of education (less than vocational school, vocational school, high school, institution of higher education, college, college or faculty, master, doctorate) prepared two education classes which have been:

- less educated (into which were following levels included: less than vocational school, vocational school, high school) and
- more educated (included: institution of higher education, college, college or faculty, master, doctorate).

I have started checking the hypothesis based on of contingency tables and the hi square test.
The research shows that significances where they can be calculated exceed 5% trust interval ($p > 0,05$) with all of the statements. So with the expressed fear of ageing there are no statistically important differences among young who are more educated and those who are less.
Based on this fact I rejected the hypothesis H1: »Young people who are more educated don't have fear of ageing.«
In the last question compound they have had to mark the inclination or disinclination to the ageing process with (x). They had to mark an interval on the scale from 1 to 5 which best suits their judgment and consider that 3 is a neutral interval.
The graph 2 shows that young people expressed by the estimations of the inclination to the ageing process that they mostly want to accept live with ease when they get old and live calmly when they get retired (AS =4,82, SD = 0,405).
Right behind is the statement that they want to live so long that they can pass their knowledge to the younger generations (AS = 4,73, SD = 0,647).

Graph 1: Young people's inclination and disinclination to the ageing process



This has been followed by checking of the **hypothesis H2 »Young people with more work experience have a more positive relationship to ageing«.**
The checking of hypothesis H2 has been made based on of the following variables:

- work experience,
- relationship to ageing which we measured based on the inclination or disinclination the ageing process.

The connection between the variables couldn't be calculated because only one person answered the question regarding years of service, aged 24. This is why I have rejected the hypothesis H2.

Hypothesis H3 »Young people living with their grandparents have a more positive relationship to ageing that the ones who don't.«
Checking the hypothesis based on the t-test of independent samples with variables:

- relationship to ageing (common),
- life in community with grandparents.

Table 10: Group statistics of the relationship to ageing regarding the life in community with grandparents

Group Statistics

	ZS_grandparents	N	Mean	Std. Deviation	Std. Error Mean
Relationship to ageing	Yes	3	3,5833	,57735	,33333
	No	8	3,7188	,35056	,12394

The research shows that young people to 24 years of age, living in a community with grandparents, stated a lower average estimation of a positive relationship to ageing (AS = 3,72) than the young people who don't live together with their grandparents (AS = 3,58). **The statement is in contradiction with the set hypothesis H3**.
I have also checked if stated is statistically important.

Table 11: T-test of independent variables with checking hypothesis H3

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Relationship to ageing (common)	Equal variances assumed	1,715	,223	-,486	9	,639	-,13542	,27885	-,76623	,49539
	Equal variances not assumed			-,381	2,577	,733	-,13542	,35563	-1,37985	1,10901

The first table part shows that the significance is higher than 0,05 which means that the variances are the same in the groups and in the second table part we are looking at the first line. The significance is 0,639 ($p > 0,05$) which means that there are no important differences in the relationship to ageing regarding young to 24 years who live in the community with grandparents and the once who don't. I have rejected hypothesis H3.
With checking **hypothesis H4 »Young people afraid of ageing have a negative relationship to ageing.«** I have used two variables:

- fear of ageing and
- relationship to ageing.

The variables relationship to ageing is prepared this way that there are instead of 12 statements regarding the inclination or disinclination to ageing, only one common variable of all the average answers.

Table 12: Correlation coefficient with checking hypothesis 4

	Relationship to ageing (common)

Relationship to ageing (common)	Correlation Coefficient	1,000
	Sig. (2-tailed)	.
	N	11
I don't wish to upset people around me with my incapability and bad health when I get old.	Correlation Coefficient	,126
	Sig. (2-tailed)	,712
	N	11
To the age I have stated I wish to become wiser and experience as much as I can.	Correlation Coefficient	,122
	Sig. (2-tailed)	,721
	N	11
My productivity will be lesser to that extent that I will get completely ineffective.	Correlation Coefficient	,186
	Sig. (2-tailed)	,608
	N	10
Life will lose its meaning.	Correlation Coefficient	.
	Sig. (2-tailed)	.
	N	10
There will be no joy in my life anymore when I get old.	Correlation Coefficient	,186
	Sig. (2-tailed)	,608
	N	10
I will be lonely in old age.	Correlation Coefficient	.
	Sig. (2-tailed)	.
	N	10
I think that in the future space will have to be left for young people.	Correlation Coefficient	,387
	Sig. (2-tailed)	,239
	N	11
Other people's relationship to me, when I get old, will be negative and I won't enjoy their presence anymore.	Correlation Coefficient	,186
	Sig. (2-tailed)	,608
	N	10
When I get old I will change and won't see my role in the society anymore.	Correlation Coefficient	.
	Sig. (2-tailed)	.
	N	10
When I will see myself in the mirror looking old and wrinkled, I will be sad and it is better that I go.	Correlation Coefficient	.
	Sig. (2-tailed)	.
	N	10

I don't wish to live so long that people will see me as an old person.	Correlation Coefficient	.
	Sig. (2-tailed)	.
	N	10

* Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

The table shows that there is a positive connection between the statements: fear of ageing and relationship to ageing but the connection isn't statistically typically of the connection between the variables fear of ageing and relationship to ageing with none of the variables combination (p >0,05).
So I have rejected the hypothesis H4: »Young people afraid of ageing have a negative relationship to ageing.«

Hypothesis H6 »More educated young people have a more positive relationship to ageing.«

Table 13: Spearman correlation coefficient between the variables relationship to ageing and education

Correlations

			Relationship to ageing (common)	Education
Spearman's rho	Relationship to ageing (common)	Correlation Coefficient	1,000	,164
		Sig. (2-tailed)	.	,631
		N	11	11
	Education	Correlation Coefficient	,164	1,000
		Sig. (2-tailed)	,631	.
		N	11	11

The correlation coefficient shows that there is a positive and weak connection between the variables relationship to ageing and education (r = 0,164), which means that the higher the education level, the more positive relationship young people have to ageing. Connection isn't statistically typical (p > 0,05). This is why I have rejected the hypothesis H6.

DISCUSSION

In the paper I have been researching the young people's relationship to old age and their own ageing. The research results have shown that young people don't have the same opinion about the question on when a person is old. Their images about this are very diverse. They also have different perspectives regarding the length of life because most of them would like to live to their 100 years, minority to their 70 or 75 years. None expected age doesn't deviate with greater majority which points to the fact that young people don't have a worked out image of old age but every young person has their own image. Surprisingly I have had to reject all the hypotheses. Regarding the fact that in the hypothesis 1 I have presumed that more educated young people don't have fear of ageing and in the hypothesis 6 that more educated young people have a more positive relationship to ageing, this means that education doesn't influence neither fear of ageing nor a positive relationship to ageing. Also more work experience (H2) and living with grandparents (H3) doesn't influence a more positive relationship to ageing. Joyful is the fact that young people afraid of ageing (H4) and with inclination to following the media (H5) don't have a negative relationship to ageing.
For a positive public image of a qualitative old age and active ageing people must be informed and interpret old age as something positive. We are obsessed with youth and full of fear of old age and ageing. It is not allowed to get old because media demands a face without wrinkles and a shaped body. Elderly are for advertisers interesting only when they are creating a mythos on prolonging youth with new anti-ageing means. By individualizing and making our society younger we have lost a lot of its richness and sources, this is why more and more people are living in an emotional and psychological poverty and emptiness.
The sample smallness represents a restriction on generalizing the findings of the presented research, but we can still create at least an approximate image of the direction of young people's thinking in relationship to old age and ageing. That is also the aim of the research made and the contribution to explaining social ageing construction among the young people.
On a bigger sample the results would have been even more practically useful. The research has also confirmed a more positive trend of young people's relationship to elderly. There are more reasons for a more positive relationship of young people to elderly. Partially has this relationship been influenced by consumption culture with its new opportunities and roles for elderly, as Oberg and Tornstam (2003) have already found out. Above all the intergenerational contacts have

become more qualitative (Bousfield and Hutchison, 2010) which is positively connected with young people's opinions and their relationship to elderly.
In old age elderly want to pass on their life experience to the next generation and are also an example of spending one owns age. Satisfied elderly show with their example to the young generation that life in the third and fourth life period makes sense. This has also been confirmed in this research because all the young people from the sample believe that the meaning of life won't get lost in old age. Regarding the stated fact that young people don't have a worked out image of old age, but imagine it differently, it would be interesting to research this point of view in the future.
Elderly know what is important in life and what is not, what is hiding behind the notions like honesty, sincerity, loyalty, friendship and love. They know the truth and they know life. Young people are still learning and creating their own experience which will lead them to the truth of life.

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KORAKOM NAPRIJED U MEĐUGENERACIJSKOJ KOMUNIKACIJI NA RADNOM MJESTU

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Abstract
RQ: Now days the differences between the generations grow fast due to completely different values, generations are affected by the sharp development of technology and information technology and widespread globalization. With the research question we are focusing on intergenerational communication. We are interested in what is the communication between the older generation and the younger generation, which is at the beginning of a career path. How the older generation transmits his knowledge to the younger generation and how the individuals experience authority in the workplace.
Purpose: Because the intergenerational cooperation is of the utmost importance to maintain the 'knowhow', we wanted to identify intergenerational differences in employee communication and their response to the business environment and figure out how the older generation is transferring their knowledge to the younger generation on the basis of case studies.
Method: We used a qualitative method with a case study.
Results: The study was descriptive and gives an insight into the interior of the department. The results showed that the intergenerational difference of two generations in the business environment is very strong and, despite the same core values of employees in certain situations vary greatly. The transfer of knowledge between employees of different generations is implemented not enough effectively.
Organization: The survey results tell us that change is needed in the field of intergenerational dialogue within the meaning of interpersonal communication.
Company: The case study can show actions that the company could take to solve the problem of intergenerational communication and cooperation.
Originality: The first such survey conducted in the context of a particular department.
Limitations: The study of only one department of the company.

Keywords: generation, intergenerational dialogue, intergenerational cooperation, communication, knowledge transfer.

1 Uvod

Živimo v vremenu kada su razlike među generacijama sve veće zbog različitih vrijednosti na koje je utjecao nagli razvoj tehnologije, informacijske tehnologije i opća globalizacija.U istraživanju se usredotočujemo na međugeneracijsku komunikaciju. Zanima nas kakva je komunikacija između generacije koja svoje radno mjesto lagano napušta zbog skorog umirovljenja i mlađe generacije koja je na početku karijere i koja bi trebala od starije generacije preuzeti znanje. Zanimljivo će biti saznati kako starija generacija svoje znanje prenosi na mlađe, te kako pojedine generacije doživljavaju autoritet na radnom mjestu. Za učinkovito djelovanje i sudjelovanje generacija te premošćavanje međugeneracijskih razlika potrebno je uspostaviti međugeneracijski dijalog svih generacija. U studiji je obrađivana razlika između starije generacije i takozvane "baby boom generacije", koja je u manjini još prisutna u poslovnom okruženju, te mlađom generacijom, kao što su **x** i **y** generacija, koje su inače različite, istovremeno među sobom vrlo dobro dopunjuju.

2 Ishodište

Stanovništvo Slovenije stari. Broj starijih ljudi u društvu raste, što je posljedica niske rodnosti i produžavanju očekivane životne dobi. Za savladavanje novih uvjeta na radnim mjestima i na tržištu radne snage morati će se razviti novi načini međugeneracijskog sudjelovanja i prenosa znanja i "knowhow-a".

2.1 Know-how

Praktično znanje kako izvesti neki proces imenujemo know-how. Obično je to znanje koje zaposleni pridobiju iskustvom. Najčešće nije u pismenom obliku i teško ga je izrazit riječima, zato je prijenos takvog znanja u većini slučajeva težak.

Neki zaposleni bi "know-how" željeli tretirati kao svoje vlastito intelektualno vlasništvo, što je logično, jer su do svojega know-how-a došli nakon više godina radnog iskustva. Ipak je važnost prijenosa takvog znanja velika, jer drugim radnicima omogućuje nastavljanje rada bez nepotrebnog gubljenja vremena za pridobivanje znanja koje je zapravo već otkriveno.

2.2 Starostne razlike

Nakon godine 2010 je sve manje mladih i sve više starijih zaposlenika. Prognoze kažu da će do godine 2020, udio mladih biti bitno ispod Evropskog prosijeka.(Karničnik & Žunko, 2013). Ako se uzme u obzir koliko su stariji zaposlenici drugačiji od mladih, takve prognoze i nisu nužno crne. Stariji imaju drugačiji način razmišljanja i rada i duhovno su zreliji. Na primjer bolji su u pogledu strateškog razmišljanja, bistroumnosti, obzirnosti, razumnosti, sposobnosti prosuđivanja, razumskog mišljenja, nadzora nad životom i cijelovitog shvaćanja. Isto tako predaniji su radu i uključeni su u njega, te privrženiji poslodavcu. U usporedbi sa drugim starostnim grupama manje izostaju sa posla. Njihova radna iskustva su bogata. Studije pokazuju da u usporedbi radne uspješnosti na radnom mjestu, radno iskustvo nadoknađuje oslabljivanje nekih temeljnih kognitivnih procesa kao što su memorijske funkcije i psihomotorične spretnosti. (Karničnik & Žunko, 2013, str. 5).

2.3 Generacije na trgu radne snage

Mladi se danas suočavaju sa velikim problemima na području zapošljavanja. Naslijediti moraju generaciju prethodnika koja je brojnija od generacije mladih. Tako stručnjaci predviđaju da dolazi razdoblje kada će pola manje ljudi za dvostruko veću nadoknadu raditi tri puta više. (Tomšič, 2010, str. 25). Radi mladosti i manjka iskustva suočavaju se sa diskriminacijom, njihovo formalno znanje u mnogo slučajeva nije u skladu sa potrebama društva (Komisija evropskih skupnosti, 2005). U generaciju "baby boom" spadaju ljudi rođeni od 1944-1960 (Zemke, Raines, & Filipczak, 2000). Odlikuje ih optimizam, ulažu u osobni razvoj, puno rade i vole timski rad, radi brzog razvoja trebaju više vremena za obrazovanje i osposobljavanje zbog stalnih novosti (Tomšič, 2010, str. 26). Osjećaju potrebu po stalnom i sigurnom zaposlenju, koja im omogučava sigurnost i pouzdanost i temelj je njihovim životnim vrijednostima (Karničnik & Žunko, 2013, str 13). Dosegnuti položaj žele zadržati, vlast im puno znači. Komuniciraju jasno i nedvosmisleno, upotrebljavaju strane izraze i stručni vokabular. Generacija X su ljudi rođeni od 1961-1980 (Zemke, Raines, & Filipczak, 2000). U večini slučajeva su samostalni, neovisni i prilagodljivi, nisu naklonjeni autoritetu, lakše prihvačaju mentorstvo.Važni su im dobri odnosi, jednakopravnost i timski duh. Stalnost zaposlenja ih ne zanima toliko kao to da su konkurentni na tržištu radne snage i da imaju slobodu u smislu fleksibilnosti radnog vremena. Sadržaj i predmet komunikacije su im važni. Pri komunikaciji ne provjeravaju da li je sugovornik razumio poruku. Stručni i strani izrazi dio su svakodnevnog riječnika. Spomenuta generacija je prva koja je i digitalno pismena. (Tomšič, 2010). Generacija Y su ljudi rođeni od 1981-2001 (Zemke, Raines, & filipczak, 2000). Označeni su kao neshvaćeni pojedinci. U svojim očekivanjima su visokoleteći i nerealni. (Karničnik & Žunko, 2013, str. 13). Vrlo dobro su digitalno obrazovani, čak toliko da se rijetko poslužuju direktnom komunikacijom, večina komunikacije teče digitalnim medijima. Istovremeno vrlo cijene iskrenost. U komunikaciji koriste sleng, strane izraze i sinonime. Ne zanima ih jesu li razumljeni. Ne vole zabrane i zato autoritet pri toj generaciji pridobijemo samo sa pobudom, argumentiranom komunikacijom i primjerom. U poslu žele individualni pristup, komunikaciju sa vođom, fleksibilnost i slobodu pri radu. (Tomšič, 2010).

Zajednička karakteristika svih dobnih grupa na području komuniciranja je ta da se pri rješavanju konflikata sve generacije poslužuju neposrednom komunikacijom, kaže Brečkova
(2008).

Ministarstvo za rad, obitelj i socijalna pitanja Republike Slovenije ustanovilo je da "stariji radnici postaju sa godinama manje naklonjeni promjenama, manje su agilni i trebaju više vremena za prilagodbu novim radnim uvjetima. Na drugoj strani odlikuju ih dugogodišnje iskustvo, socijalne mreže i druge prednosti koje proizlaze iz radnog iskustva i koje nenadomjestivo i pozitivno utječu na konkurentnost poduzeća ". (2014, str. 4).

2.4 Međugeneracijasko sudjelovanje, komunikacija i prijenos znanja

U današnje vrijeme se poduzeća susreću sa produžavanjem radnog vijeka i zapošljavanjem ljudi
starijih od 50 godina, koji su načelno teško zaposljiva radna kategorija. Zato će biti potrebno u istima uspostaviti međugeneracijsku pomoć i komuniciranje. "Kad bismo znali iskoristiti svu moć međugeneracijskog učenja, unutar jedne godine bi naučili više nego u 20 godina redovnog učenja"(Brečko, 2008). Tako veliko je značenje međugeneracijskog sudjelovanja, komunikacije i učenja. "Generacijske razlike su za organizaciju vrlo značajne, jer znače raznolikost iskustava i vrijednosti"(Zemke, Raines, & Filipczak,2000)."Međugeneracijsko učenje je neformalni ali prigodni način prijenosa znanja"(Kump, 2008). Omogućuje prijenos i izmjenu znanja i iskustva i uzajamnu pomoć među generacijama. Prijenos znanja i iskustva među generacijama omogućuje mlađim generacijama lakši pristup tržištu rada, starije potiče kasnijem istupanju iz istog (Slovenija, 2010).

Kumpova (2008) tvrdi da je vrlo važno spoznanje, da mogu stariji postati značajan izvor učenja i bogatstva njihovog okruženja. Zato je sada, u vremenu kad se životna dob produžava, vrlo važno uvoditi politiku aktivnog starenja. Pri produžavanju radnog vijeka stariji bi trebali preuzeti ulogu pri nuđenju pomoći podpore mlađim suradnicima. Istovremeno bi stariji, u vrijeme kad raste vrijednost obrazovanja u konkurentnosti gospodarstva, mogli postati mentori mlađima i tako im pomoći do boljih rezultata i bolje samosvijesti. Sa tim bi stariji postali izvor obrazovanja u organizaciji. (Kump, 2008). Ako poznajemo razlike među generacijama, možemo omogućiti bolju međusobnu komunikaciju, i sa time izbjeći konflikte koji proizlaze iz drukčijeg pogleda na situaciju. Svaka generacija drugačije vidi i shvaća probleme sa kojima se susreće. To bi trebalo uvažavati pri planiranju međugeneracijskog sudjelovanja.

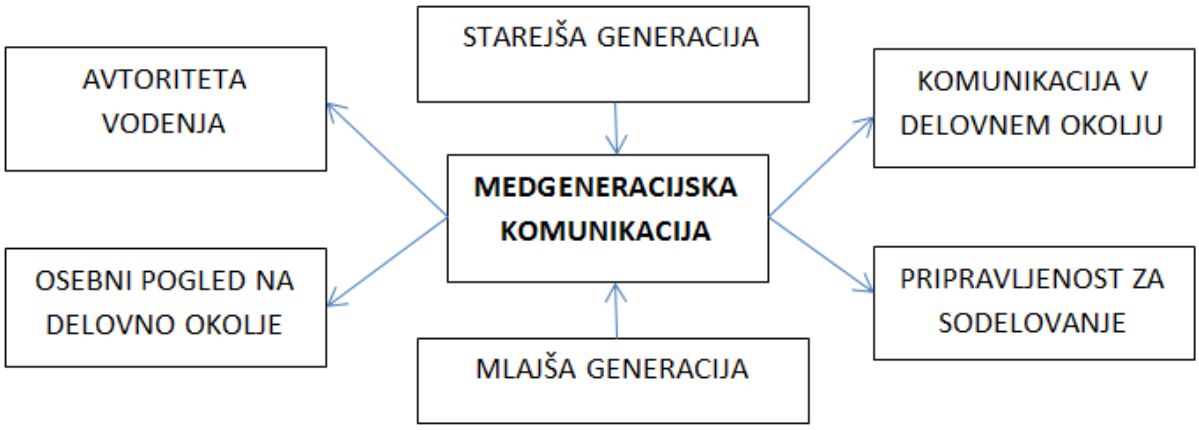
Različiti načini prijenosa znanja, spretnosti i iskustva među zaposlenima još se uspostavljaju i razvijaju. U literaturi i praksi možemo upoznati različite mogućnosti: mentorske sheme, raspodjelu radnog mjesta (job sharing), kružno zapošljavanje, nadopunjavanje na radnom mjestu (job rotation), međugeneracijski menagment i sl. Mentorske sheme su zasnovane kao program sa akcentom na izmjeni i prijenosu znanja, iskustva među zaposlenima, gdje je poseban akcenat namijenjen i međugeneracijskom prijenosu znanja i sl. (Ministarstvo za rad, 2010, str. 20). Mentorske sheme omogućuju sistematsko uvođenje novozaposlenih, te prijenos "know-howa" na mlađe. Namjena kružnog zapošljavanja (job rotation) je razvijanje i nadogradnja profesionalnih vještina zaposlenih u organizacijama, i istovremeno osposobljavanje nezaposlenih, koji će nadomjestiti zaposlene u vremenu njihove odsutnosti. (Ministarstvo za rad, 2010, str. 20-21). Sa kružnim zapošljevanjem organizacije dosegnu neprekinut radni proces u vremenu kada zaposleni radi osposobljavanja ili obrazovanja privremeno napuste svoje radno mjesto. Zaposlenog koji se dodatno obrazuje ili osposobljava može nadomjestiti nezaposlena, osposobljena osoba. To omogućava početak djelovanja u radnom procesu poduzeća bez zastoja. Sa takvim pristupom ostaje nivo zaposlenih na takvoj razini, da ne dolazi do prekida u radnom procesu, što poduzeću omogućuje nesmetano i konkurentno djelovanje. Na drugoj strani nezaposlene osobe poboljšavaju svoja znanja, spretnosti, i tako i sami povećaju svoju mogućnost zapošljavanja. (Ministarstvo za rad, 2010, str. 20-21). Međugeneracijski menagment se bavi sa međugeneracijskim komuniciranjem i uređivanjem radnih mjesta za starije zaposlene. Već sada se poduzeća susreću sa produžavanjem radnog vijeka i zapošljavanjem ljudi iznad 50 godina starosti (teško zaposljiv kadar), zato je u poduzećima izražena potreba po uspostavi međugeneracijskog sudjelovanja, pomoći i komuniciranja. (Ponikvar, 2012).

2.5 Primjeri dobre prakse (preuzeto po Pintar, 2013)

Philips je uveo kadrovski pristup za razvoj novih produkata za starije ljude, jer su proizvode i usluge za starije prepoznali kao tržišnu nišu. Svoje već umirovljene suradnike su uključili u razvojnu ekipu, jer su znali kakve su potrebe njihove generacije (iz vlastitog iskustva), istovremeno su poznavali procese i proizvode poduzeća.
Poduzeće BASF izvodi više projekata u kojima djeluju miješani timovi različitih generacija. Zajednički jezik pri rješavanju nalaze na područjima prilagodljivog radnog vremena, razvoja kadrova, ergonomike, mirovinskih shema u poduzeću, planiranja karijere, upravljanja promjenama, društvene odgovornosti, zdravlja i bolje klime na radnom mjestu.
Galeria Kaufhof (lanac njemačkih robnih kuća, dio trgovačkog sistema Metro) je dobila više nagrada za uređenje veletrgovina, koje su prijazne svim generacijama (od parkirališta, dizala, osvijetljenja do putokaza), posebnih pogodnosti za stranke (savjetnici za slijepe osobe, osobni asistenti za stranke, rezervacije za individualne termine vođenja za potrebe kupaca). Mnogo pažnje posvećuju kadrovskom pristupu: uveli su internog savjetnika za demografiju, koji koordinira međugeneracijsko sudjelovanje i interno osposobljavanje. Uveli su prilagođeno načelo sveživotnog učenja za generaciju zaposlenih starijih od 50 godina, uveli program "Prednost je u iskustvu" ("Advantage of Experience"). Veliki značaj daju znanju, iskustvu i potencijalu starijih zaposlenih. Starije aktivno uključuju u strateške projekte poduzeća. Mlađe zaposlene preko radionica uče kako tržišnu nišu približiti starijoj generaciji, kakve su njihove potrebe, želje i specifike. Usredotočuju se na aktivno i cjelovito upravljanje zdravlja zaposlenih (tjelovježba, aktivnosti za društvenu interakciju različitih generacija, mentalno i duševno zdravlje, ergonomika na radnom mjestu, zdrava prehrana i odvikavanje od pušenja). Istovremeno je to poduzeće prijazno i do obitelji zaposlenika, omogućuju rad na pola radnog vremena, mogućnost korištenja plaćenog odsustva u primjeru njege člana obitelji i sl.).

3 Metoda

Metoda upotrebljena za analizu i korištenje gradiva je studij primjera. Studij primjera je izveden na podlozi unaprijed pripremljenih područja proučavanja i koncepata koji obuhvaćaju određeno područje proučavanja prenosa znanja. Istraživanje je protjecalo tako da je zaposlena osoba, na osnovi osobnog mišljenja i vlastitih iskustava o prijenosu znanja i međugeneracijskom sudjelovanju, opisala i predstavila konkretan primjer iz svoje radne okoline.
U kvalitativnom istraživanju koje je predmet naše analize smo sakupili ključne elemente proučenog područja međugeneracijskih razlika, te uredili zapise i usporedbe obiju generacija. U pripremi i uređivanju gradiva za analizu smo uzeli u obzir usporedbe mlađe i starije generacije, te istovremeno upotrijebili i ključne razlike obiju generacija. U narednom koraku određujemo ključne pojmove koji ćemo sabrati u odgovarajuću kategoriju. Između nanizanih pojmova i kategorija izaberemo ključne elemente koji utječu na pojedino proučeno područje međugenracijske komunikacije.



Slika 1: Model istraživanja

4 Rezultati

4.1 Studij primjera

Studij primjera izveden je na osnovi osobnih iskustava u manjem odjelu jednog između većih slovenskih poduzeća. Područja istraživanja su predstavljena kao cjelina, koja oslikava međugeneracijsko komuniciranje starije i mlađe generacije. Međugeneracijski dijalog temelji prije svega na usporedbi starije i mlađe generacije, koji su kao aktivni radni subjekt prisutni u tržišnom gospodarstvu. Kroz istraživanje su proučavani vidici odličnosti zaposlenih, osobni pogled zaposlenih različitih generacija na radni okoliš, komunikaciju, spremnost na sudjelovanje i prenošenje znanja na mlađe generacije. Istovremeno je proučavana i zauzetost za rad obiju generacija i shvaćanje autoriteta vođenja kao kod starijih, tako i kod mlađih zaposlenika. Obrazovanje i uključivanje u razna procese pridobivanja novih znanja je ključno za konkurentnu prednost poduzeća. Kroz istraživanje je predstavljeno i područje obrazovanja i razlike kod uključivanja u obrazovne procese između starije i mlađe generacije.

Osobna odličnost starije generacije temelji prije svega na savjesnom obavljanju posla, angažiranosti i osobna odgovornost. Pri starijoj generaciji je to vrlo visoka vrijednost. Pripadnici te generacije osjećaju puno veću potrebu po sigurnom, stalnom zaposlenju, koje je za njih izvor osobne sigurnosti, nego mlađa generacija. Inače obje generacije motiviraju i financijske nagrade, ali starija generacij ne želi mogućnost većih nagrada ako to istovremeno znači i veći karijerni rizik. Zaposlenje za neodređeno vrijeme ima u očima starije generacije vrlo visoku vrijednost. Pripadnici spomenute generacije imaju istovremeno vrlo dobro razvijen odnos poštovanja do nadređenih i suradnika, poštuju i uvažavaju dogovorene rokove, otvoreni su za uvažavanje mišljenja ostalih zaposlenih. Spremni su i za timski rad, ali radi višeg stupnja informacijske pismenosti mlađih generacija često izbjegavaju sudjelovanje.

Osobna odličnost mlađe generacije isto tako temelji na zauzetosti i savjesnom obavljanju poslova, ali je prisutan i osjećaj za osobni rast, napredovanje i traženje poslova koji im nude osobno zadovoljstvo, a koji su istovremeno uključeni u izazove. Pripadnici spomenutih generacija žele izrazito individualan pristup i visok nivo samostalnosti i fleksibilnosti pri radu. Mlađe generacije opuštenije pristupaju komunikaciji sa suradnicima, lakše uspostavljeju komunikaciju i sa nadređenima, u usporedbi sa pripadnicima generacije "baby boom". Mlađa generacija također ima visok nivo odgovornosti, poštivanja dogovora, rokova i mišljenja ostalih suradnika. Spremni su na aktivno sudjelovanje, istovremeno žele zadržati određenu samostalnost.

Starija generacija radni okoliš shvaća kao stil života i u velikoj je mjeri prilagođena obavezama koje od njih zahtjeva posao. Kao što smo već spomenuli, stalnost zaposlenja je vrlo cijenjena vrijednost. Uz to zaposleni koji pripadaju generaciji "baby-boom" nemaju interesa do većih promjena u pogledu njihovih radnih mjesta, niti su spremni preuzeti rizik svog zaposlenja radi nadgradnje karijere. Isto tako su oprezniji u komunikaciji u radnom okruženju sa suradnicima, a sa svojim nadređenim puno teže uspostavljaju komunikacijski dialog. Zaposlenici su spremni na sudjelovanje sa suradnicima, ali i tu dolazi do odstupanja među pojedincima. U zadnje vrijeme se susrećemo sa pojedincima koji su toliko zauzeti za rad, da se unatoč ispunjenim uvetima za umirovljenje ne mogu odvojiti od njega i umiroviti se. Na drugoj strani se pojedinci, koji su usprkos tome da još nemaju ispunjene uvjete za umirovljenje, misleno već umirovljeni i ne obavljaju svoje poslove u skladu sa očekivanjima. Isti u prosjeku nisu spremni na sudjelovanje sa mlađim generacijama, gdje bi mogle, u razdoblju zajedničkog djelovanja, još pridobiti mnogo korisnih informacija i novog stručnog znanja. Pojedinci koji unatoč ispunjenim uvjetima za umirovljenje posao još ne žele napustiti, imaju vjerovatno problem sa suočavanjem sa promjenama u životu. Kod njih prevladava mislenost da organizacija bez njih ne može tako uspješno poslovati, jer njihov posao neće biti tako kvalitetno obavljen. Unatoč tomu spremni su na prijenos znanja mlađim generacijama, ali ponovno se iskaže problem jer su previše vezani na svoj posao i poslovne odgovornosti ne žele

u cijelosti ispustiti iz ruku. U takvim slučajevima dolazi do još većih odstupanja među zaposlenima koji su pripadnici različitih generacija. Upravo radi toga je potrebno neprekidno sudjelovanje nadređenih, koji moraju održati primjeren odnos i pobrinuti se za odgovarajuću radnu aktivnost svojih zapolenih.
Generacije X i Y su pri shvaćanju radnog okoliša puno sličnije i u određenim pogledima i usklađenije. Naravno, jednako tako i zaposleni, pripadnici mlađe generacije poštuju svoj rad, shvaćaju ga odgovorno, a istovremeno znaju ispostaviti svoje potrebe i očekivanja u okviru svog radnog okruženja. Pripadnici mlađe generacije su puno fleksibilniji i prilagodljiviji, žele zaposlenje sa prilagodljivim radnim vremenom, koje omogućava veće slobode. Istovremeno izražavaju jasne želje o sudjelovanju pri odlučivanju, aktivno su uključeni u cjelovit proces rada i u projekte, pa i tada kada to nije neposredno povezano sa njihovim područjem rada. Bolje su prilagodljivi promjenama u organizaciji, nove projekte prihvaćaju sa velikom mjerom optimizma, što je posljedica visoke informacijske pismenosti. Zaposleni mlađih generacija su komunikacijsko puno otvoreniji od starijih suradnika, istovremeno su cijelo vrijeme spremni na sudjelovanje i prihvaćanje novih znanja i informacija. Poštuju svoje nadređene i suradnike, sposobni su s obzirom na radni okoliš ostvariri i opušten komunikacijski proces. Suradnike mlađih generacije možemo tako označiti kao otvorene, kreativne i neovisne u svom radu.
Autoritet vođenja je jedna od kvaliteta vođa, kod jednih izražena više, kod drugih manje. Usprkos tome, bez obzira na organizaciju moraju svi zaposleni poštovati i uvažavati mišljenje svojih nadređenih. Vođe su obično osobe sa višegodišnjim radnim iskustvom i mnogo stručnog znanja iz svog područja rada. U prosjeku imaju svi zaposleni određenu mjeru poštovanja do svog vođe, ali dolazi do ključnih razlika u shvaćanju vođe sa strane generacijkih razlika. Zaposlenici koji su pripadnici "baby-boom" generacije vođu shvaćaju kao strogo nadređenu osobu, koja ima autoritet nad svojim zaposlenicima, i zato se potpuno prilagođavaju toku vođenja nadređene osobe. Mlađe generacije svoje vođe shvaćaju potpuno drugačije, kao mentore, sa kojima sve vrijeme aktivno sudjeluju u obavljanju svojih radnih obaveza i u slučaju zapleta ih uključuju pri rješavanju nastale problematike. Na taj način dolazi do ključnih promjena u odnosu i komunikaciji između vođe i zaposlenih raznih generacija. Možemo tvrditi da starija generacija još uvijek osjeća strah pred nadređenim, dok je kod mlađe generacije taj strah sve manje prisutan.
Permanentno obrazovanje zaposlenih v vremenu neprestanih promjena je vrlo važno tako za organizaciju, kao i za sveukupno gospodarstvo i društvo u cjelini. Na području shvaćanja obrazovanja isto tako dolazi do velikih odstupanja između starije i mlađe generacije. Starija generacija je sve vrijeme povezana sa svojim područjem rada i nema potrebe po dodatnom obrazovanju. Usprkos tomu radni proces zahtjeva neprestano prilagođavanje i obrazovanje, zato vođe u određenim slučajevima odrede dodatno obrazovanje usprkos tomu da zaposleni nemaju interes po novim znanjima. Upravo suprotno je kod mlađih generacija, koje se niti ne ograničavaju na obrazovanja ponuđenom sa strane organizacije, nego samostalno razvijaju svoje sposobnosti i znanja, koja povećavaju njihovu radnu učinkovitost i vrijednost na tržištu rada. Istovremeno i dodatna obrazovanja ponuđena od strane organizacije shvaćaju kao motivaciju i nagradu za zauzetost i zanimanje pri radu. Sa veseljem prihvaćaju ponude dodatnog obrazovanja iz različitih područja.

5 Rasprava

Tržišni uvjeti, koji su dio trenutnog tržišnog gospodarstva, od poduzeća zahtjevaju sve veće konkurentske prednosti, zato si ista osiguravaju prednost na tržištu pred ostalima, koji su ponudnici sličnih ili istih usluga ili proizvoda. Zaposleni su u velikoj mjeri svjesni da je obstanak njihovog poduzeća na tržištu ovisan prije svega od zaposlenih osoba, te da temelji na odnosu međugeneracijske komunikacije i prijenosa znanja sa starije generacije na mlađu. Istovremeno, u proučavanom poduzeću su zaposleni spremni svom snagom pristupiti rješavanju problema, i kao pripadnici organizacije raditi u skladu sa interesom vodstva poduzeća. Pripremnost i učinkovitost među zaposlenima mora bit iz godine u godinu veća, jer se tržišni uvjeti i odnosi među konkurentskim organizacijama sve više zaoštravaju i zahtjevaju višu dodatnu vrijednost zaposlenih. Ključno u učinkovitom poslovanju poduzeća je međugeneracijska komunikacija i prijenos znanja sa starije generacije na mlađu i obratno.
Upravo iz navedenih razloga će u prvi plan dolaziti poduzeća koja će imati uveden učinkovit prijenos znanja i uspješno izveden međugeneracijski dijalog. U shvaćanju poslovne okoline starije i mlađe generacije dolazi do ključnih razlika, zato je vrlo važno da vodstvo shvaća značenje međugeneracijke solidarnosti i dijaloga između starije i mlađe generacije. Njihove aktivnosti neka potaknu razne oblike sudjelovanja među generacijama, koje temelje prije svega na učinkovitom prijenosu znanja i iskustava. Istovremeno poduzeća već potiču neformalne oblike obrazovanja i savjetovanja među zaposlenima, s kojima podižu nivo komunikacije među različitim generacijama.
U svakom pogledu je u poduzeću vrlo važna dobra radna klima, koju oblikuju svi zaposleni sa svojim zadovoljstvom i komunikacijskim dijalogom, kojeg stvaraju među sobom. Vodstvo poduzeća mora sve vrijeme pratiti i analizirati ključne faktore koji utječu na učinkovito komunikacijsko sudjelovanje i prijenos znanja među različitim generacijama. Primjereno obrazovan i osposobljen zaposlenik, svojim će kvalitetnim radom doprinijeti pozitivnom poslovanju poduzeća, što se kasnije iskaže i na pozitivnim rezultatima poduzeća. Mlađe generacije zaposlenih, koje dolaze u novu radnu okolinu, svoj posao će obavljati sa visokim stupnjom odgovornosti i zauzetosti, ujedno im je potreban učinkovito uveden sistem komunikacije i prijenos tzv. tihog znanja sa starije na mlađu generaciju. Zaposleni koji razviju učinkovit komunikacijski proces među zaposlenima, pridobiju ključna praktična znanja i informacije iz višegodišnjih iskustava starijih suradnika i tako u najvećoj mogućoj mjeri ispunjavaju ciljeve poduzeća i utječu na njegovu uspješnost pri poslovanju.

Poduzeće u kojem je istraživanje obavljeno, kao cjelina ima dobro razvijen međugeneracijski dialog koji je istovremeno uveden u sam sistem rada i poslovanje poduzeća. Unatoč različitim vidicima i shvaćanjima radnog okoliša starije i mlađe generacije, poduzeće se poslužuje mentorskim shemama i razdiobom radnih mjesta. Mentorske sheme pridonose predaji radnih obaveza i prijenosu znanja sa starije na mlađu generaciju. U poduzeće je uveden učinkovit sistem rada, koji temelji na podjeli rada među zaposlenima starije i mlađe generacije. Na taj način je osigurana komunikacija i sudjelovanje među generacijama, što je dio radnog procesa. Učinkovita komunikacija i dnevno sudjelovanje omogućuje izmjenu znanja i iskustava, što mlađim generacijama omogučuje suveren i uspješan pristup u radno okruženje. Starije generacije si uz pomoć mlađe generacije olakšavaju rad, kako komunikacijom, tako i modernim pristupom te naravno, kompjuterskom vještinama. Poduzeće neprestano potiče međugeneracijsko sudjelovanje, jer je svjesno vrijednosti zaposlenih koji u sebi nose znanja, koja su ključna za uspješno poslovanje poduzeća u tržišnom gospodarstvu.

6 Zaključak

U poduzećima koja se svakodnevno prilagođavaju tržnim uvjetima i pritiscima konkurentnih poduzeća, međugeneracijska komunikacija i sudjelovanje je od ključnog značaja pri dostizanju optimalnih poslovnih rezutata. Vodeći kadar u poduzećima je već duže vrijeme svjestan međugeneracijskih razlika, koje se u zadnje vrijeme sve više ističu i nazorno prikazuju razlike koje se pojavljuju u prijenosu znanja sa starije na mlađu generaciju. Između ostalog, pojavljuju se pitanja kako sam sistem prilagoditi na način, da bi različite generacije među sobom, koliko je moguće, učinkovito sudjelovale. Usprkos generacijkim razlikama, i pojedinci u okviru iste generacije mogu biti vrlo različiti. Upravo radi te činjenice je potrebno urediti primjeren pristup i organizaciju radnog okoliša prilagoditi pojedincu. Urošević in Milijić (2012, str. 175) navode:" Motivacija zaposlenih i zadovoljstvo sa radom biti će na višem nivou, ako se sve zaposlene ne tretira na isti način". Zaključujemo da svaki zaposleni treba svoj pristup, primjeren prijenos znanja i informacija od strane suradnika sa višegodišnjim iskustvom. Usklađenošću sa potrebama pojedinaca različitih generacija možemo pomoći njihovom radnom učinku i dobrim poslovnim rezultatima.

Na osnovi istraživanja smo došli do zaključka da je međugeneracijski dialog među zaposlenima različitih generacija od ključnog značenja pri prijenosu znanja i sudjelovanju, što vodi do pozitivnih rezultata poduzeća i u buduće. Na međugeneracijsku komunikaciju zaposlenih utječe više faktora koje vodstvo poduzeća konstantno prati i u najvećoj mogućoj mjeri pokušava prilagoditi trenutnim situacijama u poduzeću. Takvim načinom praćenja i prilagođavanja situaciji međugeneracijske komunikacijei sudjelovanja zaposlenih će poduzeće i ubuduće dostizati zacrtane poslovne rezultate.

Vodstvo poduzeća može sa učinkovitim sudjelovanjem i prijenosom znanja sa starijh generacija na mlađe pridobiti mnogo konkurentskih prednosti i time osigurati uspješnost u samom poslovanju poduzeća, kao i međusobnim odnosima zaposlenih. Međugeneracijska komunikacija u cjelini uključuje utjecaje i shvaćanja pojedinih elemenata iz različitih generacija. Pretpostavljen je prije svega različit pogled na radnu okolinu starije i mlađe generacije zaposlenih osoba, njihova spremnost za sudjelovanje i komunikacija u radnoj okolini. Do velikih razlika između starije i mlađe generacije dolazi kod shvaćanja autoriteta i područja obrazovanja i nadgradnje znanja. Zaposleni različitih generacija moraju među sobom sudjelovati, dopunjivati se, te sa dobrom međusobnom komunikacijom nadgrađivati svoja znanja. Na taj način osigurati će osobni rast kao i rast uspješnosti poduzeća.

Daljnje istraživanje bi bilo smisleno raširiti na veći broj zaposlenih iz različitih odjela i službi, što je ujedno i ograničavanje istraživanja. Uz to, u istraživanje nisu uključeni ostali vanjski faktori koji isto tako utječu na osobni rast i prihvaćanje međugeneracijskih razlika, a na koje vodstvo nema utjecaja. Među vanjske faktore koji utječu na ponašanje i shvaćanje pojedinaca možemo ubrojiti politička i gospodarska gibanja, osobne situacije pojedinaca kao i osoba iz njihovog bliskog osobnog okruženja. To su faktori koji nisu povezani sa radnom okolinom, ali isto tako utječu na njihovu osobnu odličnost.

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SOCIAL MARKETING AND INTERGENERATIONAL DIALOGUE, -A NEW RESEARCH APPROACH TO RESOLVE PROBLEMS IN PARTNER RELATIONSHIPS

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Abstract
The article intertwines two different fields of science where we can see how very much connected they actually are. The first one is the field of partner relationship in relation to intergenerational dialogue and the second one is social marketing. To the best of our knowledge, this research issue is almost unaddressed in the literature. The purpose of social marketing is to change different socially undesirable, unacceptable and harmful ways of behaviour. The issue of partnerships is by its nature one of the most intractable ones, because a lot of partners are ashamed to reveal their problems. The article is focused on the change of the behaviour of partners and other family members from which it is required to change deeply rooted beliefs and patterns of behaviour or the way of behaviour that are transmitted from generation to generation. Intergenerational transmission is one dimension of the larger concept of intergenerational relations. Through intergenerational dialogue people from different generations can learn new things together, learn from one another, or teach one another. This article describes how it is possible to apply social marketing to relevant issues within the marriage and family field. It also presents a study whose purpose is to determine whether social marketing is the right intervention and motivational approach to resolve problems in partner relationship (target group), who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children.

Keywords: social marketing, partner relationship, intergenerational dialogue, prevention programs, intergenerational transmission, behaviour patterns

INTRODUCTION

Social marketing is a way of planning communication programs that aim to influence human behaviour, and was »born« as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman (1971) realized that the same marketing principles, used to sell products to consumers could be used to »sell« ideas, attitudes and behaviours. Social marketing seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society«.

In most cases, social marketing principles and techniques are used by those on the front lines for improving public health, preventing injuries, protecting the environment and engendering community involvement (Kotler, Roberto & Lee, 2002). By raising awareness and encouraging desired behaviors we want to show the impact of social marketing on wider aspects of enriched family life and dynamics. The context of health promotion and injury prevention prejudice the area of family and partner issues. By raising awareness and encouraging desired behaviours we want to show the impact of social marketing on the wider aspects of higher quality family life (Kotler & Roberto, 1989; Weinreich Kline, 1999).

With the promotion of a healthy lifestyle, such as the omission of the abuse of drugs and alcohol, we can for instance influence the change of mode of behaviour which will - in the long run - result in a reduction of domestic violence. The quality of relations in a family, which is the basic cell where an individual lives and works, is a factor of risk to physical and mental health (sexual abuse, physical psychological and physical damage).

We can also say that social marketing is a concept that can efficiently and effectively influence different socially undesirable, unacceptable and harmful ways of behaviour, such as driving without using a safety belt, abuse of drugs and alcohol, domestic violence, smoking, sexual abuse, unprotected sexual relations, etc. We believe that the essence of social marketing in promoting social change and progress is through improving the individual's quality of life. These examples in the context of health promotion and injury prevention prejudice to the area of family and partner issues. By raising awareness and encouraging desired behaviours we want to show the impact of social marketing on the wider aspects of higher quality family life.

Definitions from a few social marketing veterans (Smith, n.d.):

- Nancy R. Lee, Michael L. Rothschild, and Bill Smith, 2011: Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviours that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large.

- Alan Andreasen, 2011: Social Marketing is the application of commercial marketing concepts and tools to influence the voluntary behaviour of target audiences to improve their lives or the society of which they are a part.

- Gerard Hastings, 2011: Social Marketing critically examines commercial marketing so as to learn from its successes and curb its excesses.

- Craig Lefebvre, 2011: Social Marketing is the application of marketing principles to shape markets that are more effective, efficient, sustainable, and just in advancing people's well-being and social welfare.

- Nedra Weinreich, 2011: Social Marketing is the use of marketing principles and techniques to promote the adoption of behaviours that improve the health or well-being of the target audience or of society as a whole.

The main social themes, which have a social marketing impact, are divided by Kotler, Roberto and Lee (2002: 15-16), and Weinreich (1999) into the following areas: (1) *Health promotion*: smoking, alcoholism, alcohol consumption during pregnancy, immunisation, young adult pregnancy, disorders, blood pressure, diabetes, skin cancer, health, teeth, osteoporosis, breastfeeding, cancer of the prostate, the consumption of fat, the consumption of fruit and vegetables, high cholesterol, AIDS/HIV, physical activity, sexual abuse, family planning, education. (2) *Preventing injury*: driving under the influence of alcohol, the use of a safety belt, another traffic accident, the use of child seats, suicides, sexual abuse, drowning, use of weapons, falls... (3) *Protection of the environment*: reducing waste, recycling, toxic fertilizers and pesticides, the air pollution by cars and other resources, the conservation of energy, acid rain, fires... (4) *Involvement in society*: blood and organ donations, participation in the elections.
It should be noted that the above entry health promotion and injury prevention also refers to the sphere of family or partner issues. With the promotion of the desired mode of behaviour in these categories, we wish at the same time to influence the wider aspects of higher quality family life. We can for instance with the promotion of a healthy lifestyle, such as the omission of the abuse of drugs and alcohol, influence the change of mode of behaviour which will in the long run result in a reduction of domestic violence. The quality of relations in the family which is the basic cell where the individual lives and works is a factor of risk to physical and mental health (sexual abuse, physical psychological and physical damage). Social marketing impacts many social issues. Our article is focused on the change of the behaviour of partners and other family members from which it is required to change deeply rooted beliefs and patterns of behaviour such as mutual conflict, problems of alienation, emotional separation, marriage infidelity, violence and various dependencies and problems in raising children. Kotler (1982) distinguishes four types of social change, which can be influenced by social marketing. He also states that social marketing has the power to affect different social changes within each field of activity. Changes when we don't want to affect the position and behaviour of target groups are called *cognitive changes.* These amendments are not going to attempt to affect the change in the deep-rooted ways of behaviour of individuals, and therefore we can say that they are the easiest achievable changes. The main purpose of the amendments is to raise awareness and to educate. The central objective is to extend the information, for example, to inform people about proper nutrition or about importance of physical activity of the elderly. There are a number of public-information campaigns who are trying to influence the target group to change their views. The next social changes which we want to affect are *changes of action* or encouragement to action. The objective of the action of the amendments is to maximize the number of individuals or target groups which would decide on a certain activity within a certain frame of time. In this case we can encourage the target group in actions like vaccinations, volunteerism in nursing homes, etc. To make people act is harder than merely informing them, because every action represents a fixed cost for the target groups (time, distance, energy...). Despite the positive stance, the costs can deter them from action. The task of social marketing is to make the decisions easier for the individual. The *change of behaviour* demands from the individual the

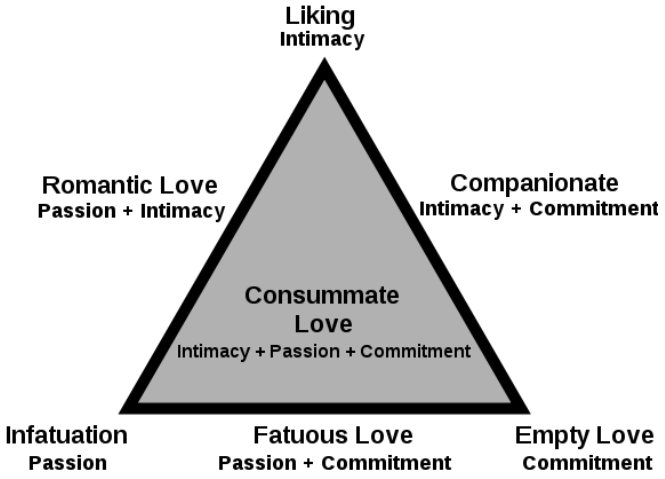
abandonment of old habits as well as the adoption and the maintenance of new ones. Such campaigns are anti-smoking campaigns, campaigns against excessive use of alcohol, campaigns against drug abuse and others. Programs of social marketing do not just encourage single actions, but try to encourage the persistence in the new way of behaviour. For the experts, the change of behaviour is the most important change. They believe that it should be the goal of every social marketing campaign. The last change is the *change of value*, which is the most difficult form of social marketing. From the individual it requires changing of deeply rooted beliefs (the right to abortion, family planning, etc...). Most such changes of values cause great stress, pressure and resistance to target group. Despite the fact that social marketing campaigns encourage the changing behaviour only in a low percentage of the target group, it does not mean that they can be characterized as unsuccessful. The actions of social marketing are the long processes but the fact is that they still operate even if the implementation of the programme has already been completed. When programs of social marketing achieve lasting changes and become socially relevant, it can be said that social marketing is one of the important approaches for social changes. The *partner relationship* is undoubtedly among the most important interpersonal contacts and is one of the most important factors of every human society and culture. We can say that love is the most profound emotion known to human beings. For most people, romantic relationship is the most meaningful element in their lives. The establishment of close interpersonal contacts is important in the life of each human being, since the interpersonal relations are the source of the deepest luck or extreme despair (Kompan Erzar, 2003, Musek, 1995). In particular intimate partner relationships, as stated Kompan Erzar (2003) is a space where people can realize their potential and achieve personal fulfilment, but also a space which can be filled with pain and suffering. According to the Satir (1995) love, including sexual love is the most rewarding and fulfilling emotion that a man can ever experience. Partner relationship can be defined as a process of growth and development, and not as a reduction of different events. Ule (2005) says that emotions are not occurred, but are chosen because expression of feelings is to some extent hidden. Parkison, Fisher and Manstead (2005) state that people express their emotions in order of satisfaction of their personal goals, as well as relationships with others, regardless of whether they do it consciously or unconsciously. We unconsciously fall in love with people, who have the same characteristics and traits we have repressed in ourselves. Partner selection is the result of an unconscious match between a mental image of one's parents or caretakers created in childhood and certain character traits of the attractive partner (Simon, 2011). Hendrix (1999) and Solomon (1992) state that the subconscious is a very peculiar program that defines the essential and decisive influence on the choice of a spouse because it is a subconscious selection and dynamics, which is hidden to consciousness. The subconscious mind is looking for a partner who could offer what for any reason the parents did not want or were not able to give. Gostečnik (2011) believes that falling in love and choosing a partner is not a matter of coincidence. People choose a specific person with who they have a close bond of romantic love.

People often develop their married life or extramarital community, similar to the marriage of their parents, but this is not a matter of heredity, they simply follow the family pattern, which they know (Satir, 1995). When we are looking for a partner, Seles (2008) and Hendrix (1998) believes that it is a repetition of those patterns of behaviour and feelings that were present at the young age in the primary family. From outside we look for a person who will complement us. Skynner (1994) also suggests that people subconsciously choose partners based on similarities in the functioning of families from which they come. The triangular theory of love (Sternberg, 1986) characterizes love as an interpersonal relationship on three different scales: intimacy, passion, and commitment. Different stages and types of love can be explained as different combinations of these three elements. Sternberg states that the relative emphasis of each component changes over time as an adult romantic relationship develops. A relationship based on a single element is less likely to survive than one based on two or three elements. (1) Intimacy – Which encompasses feelings of attachment, closeness, connectedness and bonding, (2) Passion – Which encompasses drives connected to both limerence and sexual attraction, (3) Commitment – Which encompasses, in the short term, the decision to remain with another, and in the long term, the shared achievements and plans made with that other.

	Intimacy	Passion	Commitment
Non-love			
Liking/friendship	X		
Infatuated love		X	
Empty love			X
Romantic love	X	X	
Companionate love	X		X
Fatuous love		X	X
Consummate love	X	X	X

Picture 1: Combinations of intimacy, passion and commitment, (Sternberg, 1986)

The three components, pictorially labelled on the vertices of a triangle, interact with each other and with the actions they produce so as to form seven different kinds of love experiences (»nonlove« is not represented). The size of the triangle functions to represent the »amount« of love - the bigger the triangle, the greater the love. The shape of the triangle functions to represent the »style« of love, which may vary over the course of the relationship: *Non-love*: presents none of the three elements. The absence of love is reflected in most of our personal relationships which are simply casual interactions. *Liking/friendship*: there is only a component of intimacy characteristic of true friendship. In this case, people feel the closeness, connectedness and warmth to each other but they do not feel the intense passion or long-term commitment. *Infatuated love*: infatuation is a result of the experiencing of passionate arousal in the absence of intimacy and decision/commitment. Romantic relationships often start out as infatuated love and become romantic love as intimacy develops over time. Without developing intimacy or commitment, infatuated love may disappear suddenly. *Empty love* can be found in commitments in which there is no intimacy and no passion. Such love can be found either in the alienated partners, who have lost both mutual emotional involvements as well as physical attractiveness or in agreed marriages. *Romantic love*: this type of love is a combination of intimacy and passion, without commitment or dedication. Romantic lovers are not only drawn physically to each other but are also bound emotionally. Is it an intense, but often not a long-lasting relationship. *Companionate love* is an intimate, non-passionate type of love that is stronger than friendship because there is an element of long-term commitment. In this type of love there is no (more) physical attractiveness and emerges as a long-term commitments and friendship. This type of love is observed in long-term marriages where passion is no longer present. *Fatuous love* is composed of passion and commitment without intimacy. Commitment is made on the basis of passion without involvement of intimacy. Such relationships usually do not last long, but they can develop into romantic love. *Consummate love* is the complete form of love, the combination of all three components, representing an ideal relationship which people strive for.



Picture 2: The triangular theory of love (Sternberg, 1986)

We could say that the majority of couples at the time of the romantic love believe love to be the only important thing and above all sufficient for a good collaborative relationship. We could state that there are no married couples or unmarried partners who would say that they were not committed because of love. Of course, the majority of couples at the time of the romantic love believe that love is the only important thing and above all sufficient for a good collaborative relationship. Because of infatuation, which is likely to be mistaken for love, they also believe that their relationship will last forever and their love will help them solve all the problems of the partner relationship. Tennov (1998) states that infatuation may help a relationship begin, but it is not vital for its further development, particularly not when it changes to a formal partner relationship between two people. Also there is no guarantee of quality and a lasting relationship. The ability to have a healthy, loving relationship is not innate or is not a matter of luck. It is therefore necessary for all the couples who decide to be in a serious relationship that they are aware of the fact that they can develop and bless their relationship by creative efforts as the inactivity can destroy it. When both partners are ready to increase awareness taking responsibility for their actions, feelings and events, when they are ready to change themselves instead of trying to change one another, when they are ready to recognize the shared responsibility for the problems in a partnership, they are able to accept the fact that the events of the past, are only a small step of recognition for the future and not the subject of blame. In addition, when they are able to confront their old wounds (painful events of the past), and only if they truly internalize all this contents they are ripe and ready for a conscious relationship and parenting (Demšar Pečak & Ovsenik, 2012). Age is not a promising predictor at what stage of relationship an individual is, because developmental stage of life is very important. Older partners may be involved in a new passionate relationship, a longstanding intimate relationship, a longstanding non-intimate/distant relationship or no relationship at all. Due to the high rates of divorce and lack of

understanding between partners is it very important to influence partners to change their deeply rooted patterns of behaviour and to accept different professional assistance and intervention. Schnarch (1997) encourages people to appreciate the advantages of longer relationships and more mature partners. It is also likely that lasting or long-term relationships are fairly exclusive to "older" couples since these terms require by definition that a relationship exists for many years. Nevertheless, older age does not effectively predict that someone is in a long-term relationship just as older age is not a guarantee that someone actually has achieved independence and emotional maturity. Older age can be considered a necessary but not a sufficient component to maturity. It is never too late that individuals learn what they need to know to make their relationship last. It is therefore very important that those couples who decide to live together in a serious partnership are prepared for the reality not based on romantic love. We must also educate and inform them about the importance of mutual efforts to develop a good interpersonal relationship. One possibility of an interventional approach is social marketing which can influence a target group with the aim to inform, teach and increase their awareness to voluntarily accept and change certain behaviour patterns and ways of behaviour. Through social marketing we want to influence the target group. We want to achieve their awareness and information about the importance of a good and healthy partnership, their abandonment of old habits and adoption of the new ways of behaviour in a relationship, the change of deep patterns of behaviour, feelings and mining about relationship, the changes of values or deeply rooted beliefs and principles of a relationship, the change of stereotypes about a relationship and traditional gender roles in the partnership.

If the partners are not aware that they have a choice of resolving a conflict, they will probably avoid it and blame others. Conflicts consequently harm their relationships and also themselves. Unresolved conflicts or unawareness of conflicts may also contribute to the occurrence of mental disorders or even mental illness. The collapse of the marriage or interruption of the partner relationship causes stress and is the second worst mental burden for adults, after the death of a spouse (Musek, 1995). Therefore, the quality of the partner relationship has a strong influence on the individual's physical and mental health, because stress has a key role in the formation of somatic and emotional disorders. It affects the whole bio-psychosocial nature of man (Kiecolt-Glaser, Fisher, Ogrocki, Stout, Speicher, & Glaser, 1987). For example, dissatisfaction and conflict in marriage with the married women can be associated with depression and reduced immunity (Schleifer, Keller, Bond, Cohen and Stein, 1989). Individuals in the process of divorce have weaker immune response than their socio-demographically matched married counterparts (Kiecolt-Glaser, Fisher, Ogrocki, Stout, Speicher, & Glaser, 1987). Andersson Arntén (2009) says that good and healthy relationship reduces the negative effects of this kind of stress on our health, but poor relationships will amplify the negative effects. Shaver in Hazan (1993) investigated adult romantic relations based on research of Mary Ainsworth (Ainsworth, Blehar, Waters and Wall, 1987). They write that adult romantic love can be seen as an emotional connection or attachment, which is comparable to the emotional bond - the attachment between the child and his primary caretakers in their adolescence. Interactions between a child and his mother form behaviour patterns that they are reflected in later relationships. Here we can see three famous models or three types of romantic attachment: (1) *Secure attachment* - This type of attachment usually results from of warm and responsive past interactions of relationship partners. Securely attached people tend to have positive views of themselves and their partners. They also tend to have positive views of their relationships. Often they report greater satisfaction and adjustment in their relationships than people with other attachment styles. Securely attached people feel comfortable both with intimacy and with independence. Many seek to balance intimacy and independence in their relationship. Secure attachment and adaptive functioning are promoted by a caregiver who is emotionally available and appropriately responsive to her child's attachment behaviour, as well as capable of regulating both his and her positive and negative emotions. *(2) Dismissive–avoidant attachment* - People with this attachment style desire a high level of independence. In this category are people who are experiencing their love as something uncertain. They view themselves as self-sufficient and invulnerable to feelings associated with being closely attached to others. They often deny needing close relationships. Some may even view close relationships as relatively unimportant. These people often break the relationship and leave and then they get back again. They are extremely jealous; they have extremely low self-esteem and talk a lot of themselves and their intimate and profound experiences. *(3)Fearful–avoidant attachment* - People with this attachment style have mixed feelings about close relationships. On the one hand, they desire to have emotionally close relationships. On the other hand, they tend to feel uncomfortable with emotional closeness. It is very upsetting for them if they are too close to someone, that's why they are mostly alone. They are satisfied with the short-term relationships. They tend to infidelity and sexual intercourse without love. New experience in a new relationship can open possibilities for new types of attachments that affect the change of deeply rooted patterns of early experiences in a person's relationship with their parents. So as Cassidy states (2000), the experience of former or current partners can even exceed the old patterns of behaviour. Also a therapeutic relationship can contribute to change behaviour patterns. Partners can also change deeply rooted patterns in different self-help groups or support groups. People often develop their married life or extramarital community, which is similar to the marriage of their parents, but this, is not a matter of heredity, they simply follow the family pattern, which they know (Satir, 1995). We can also see the strong influence of traditional gender roles in the partner relationship. In this case, we could say that this is an intergenerational transmission of behaviour patterns or the way of behaviour that are transmitted from generation to generation. Through intergenerational dialogue people from different generations can learn new things together, learn from one another or teach one another. It

is an effective way for young and old to learn to appreciate one another by working together to gain various new skills, values, beliefs or knowledge of relationships. Intergenerational transmission might thus be defined as instances of social transmission between members of different generations. Martin-Matthews and Kobayashi (2009) state that we can also describe intergenerational transmission as the behaviour or tendencies of one generation passing onto the next generation. Intergenerational transmission is one dimension of the larger concept of intergenerational relations. The term intergenerational relation describes a wide range of patterns of interaction among individuals of different generations of a family: for example, among those in older generations, such as parents and grandparents and those in younger generations, such as children and grandchildren. What is transmitted may be intangible and may include beliefs, norms, values, attitudes, and behaviours specific to that family, or may reflect sociocultural, religious, and ethnically relevant practices and beliefs (Chen, & Kaplan, 2001, Capaldi, Pears, Patterson, & Owen, 2003, Martin-Matthews & Kobayashi, 2009). The theory states that parents of one generation have a tendency to regurgitate the parenting model upon which their parents applied on them (Serbin & Karp, 2003). Family researchers have also studied the intergenerational transmission of difficult life course transitions like marital dissolution or divorce. In particular, studies have found that parental divorce increases the likelihood that adult children will experience separation or divorce (Glenn & Kramer 1987; Keith & Finlay 1988; Amato 1996).

DATA ANALYSIS AND RESULTS

In the survey, we wanted to find out whether social marketing is the right intervention and a motivational approach to resolve problems in a partner relationship and families who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children (hereinafter referred to as: problems in partner relationship). The purpose of this article was to examine the factors which play an important role such as: raising awareness of the target groups in resolving conflicts between partners, looking for professional help for problems in partner relationships and breaking the stereotypes of the partner relationship. The factors that play an important role in raising awareness of the target group are self-help groups or support groups, a variety of preventative actions, such as educational TV programs, radio and TV spots, printed advertisements and prevention materials about partnership issues. The goals of the research were to investigate the role which social marketing interventions play in the form of preventive activities in raising the awareness of target groups. We wanted to determine the impact of these interventions on changing behaviour patterns, feelings and beliefs. Data were collected in cooperation with Centres of Social Work and other institutions dealing with this issue. Data acquisition was carried out for six months. An anonymous respondent, who had been selected by Advisory services of those institutions, was provided voluntary participation and assignments in all phases of research. The research was conducted in accordance with the Convention on the protection of human rights and fundamental freedoms. 200 married couples or unmarried heterosexual partners who have problems in the partner relationship were invited to participate in the survey. Ultimately, we operated with 176 respondents, namely, 100 male and 76 female, which means the number of people that we have actually managed to interview and whose questionnaires were duly completed, therefore valid. 9 questionnaires were excluded because they were inadequate or deficient and 15 questionnaires were not returned. Of all the 164 respondents, or 93.2% of married couples or unmarried partners, 11 persons or 6.3%, come from a broken marriage or partnership and one person is a widow. Of all 176 respondents 148 or 84.1% have been married for the first time married or live in an extramarital community, 19 or 10.8 of the respondents live in a second marriage or extramarital community, 8, or 4.6% of them already live in a third or fourth marriage or extramarital community. To monitor the research a qualitative methodology was used. We have used questionnaire as a measuring instrument for the survey. The first part of the questionnaire consisted of questions about sex, age, marital status, duration of marriage or extramarital community, number of previous marriages or extramarital communities, the number of children and the level of education. The questionnaire also included questions whether respondents have been ever looking or attended for any form of professional help or assistance for partnership issues. Help for solving problems in a partner relationship has been looked for by 65 or 31.8% of respondents. Most respondents took part in an individual partner therapy or advisory services at Centres of Social Work and related institutions (31 or 17.6% of the respondents). Details of the research showed that 81 or 46% of the respondents with problems in the partner relationship have been looking for professional help because of their children. For the second part of the questionnaire we have used the five-point Likert scale. The questionnaire comprises questions about social marketing in relation to personal experiences of partners who have problems in a partner relationship. We also want to find out how partner's personal experiences influenced solving their partnership problems. The quantitative data which were obtained by the questionnaire were processed by the software package SPSS. For a description of the characteristics of the variables descriptive statistics have been used to determine the differences between the individual samples and variables. For validation of hypotheses, the $\chi 2$ test has been used. With the *first hypothesis (H_1)* we have tested whether in Slovenia a complex model of social marketing programs is required for a conscious and planned search for professional assistance in solving problems in partner relationships. We asked the respondents to what extent are factors (Table 1) for planning prevention programs that contribute to successful solving problems in partner relationship important. Data analysis showed that the respondents' opinion is how all the listed elements of the model are important. The average value of 3 and more for all

the elements shows that the respondents tend to favour all these factors. Factors are classified by importance according to the mean. The table below shows that the variable »Awareness of the importance of a good and healthy partnership« is the most important, average value of this variable is 4.23. The next variable »Informing about the importance of a good and healthy partnership« has an average value of 3.79, followed by the variable »Abandon old habits and accept new behaviour in a partner relationship« with an average of 3.94, the following variable, »Changes in patterns of behaviour, feeling and beliefs in a relationship« has an average value of 3.87, followed by »Changes of values and deeply rooted beliefs and principles about partner relationship« which has an average value of 3.78, »Breaking stereotypes about partner relationship« with 3.63 and the last variable »Impact of traditional gender roles in a partner relationship« with an average of 3.43.

Table 1: The importance of factors for planning prevention programs

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Awareness of the importance of a good and healthy partnership	176	1	5	4.23	.965
Informing about the importance of good and healthy partnership	176	1	5	3.97	1.014
Abandon old habits and accept new behaviour in partner relationship	176	1	5	3.94	.992
Changes in patterns of behaviour, feeling and beliefs in a relationship	176	1	5	3.87	1.036
Changes of values and deeply rooted beliefs and principles about partner relationship	176	1	5	3.78	1.004
Breaking stereotypes about partner relationship	176	1	5	3.63	1.040
Impact of traditional gender roles in a partner relationship	176	1	5	3.43	1.164
Valid N (list wise)	176				

The analysis of the distribution from the questionnaire gives us the relative frequencies of the answers. The above frequency tables can then be used to test the statistical significance of our hypothesis with the Chi-square test (Table 2).

Table 2: Test chi-square - the importance of factors for planning prevention programs

Test Statistics	Awareness of the importance of a good and healthy partnership	Informing about the importance of good and healthy partnership	Abandon old habits and accept new behaviour in partner relationship	Changes patterns of behaviour, feeling and beliefs in a relationship	Changes of values and deeply rooted beliefs and principles about partner relationship	Breaking stereotypes about partner relationship	Impact of traditional gender roles in a partner relationship
Chi-Square	149,398[a]	96,159[a]	97,807[a]	78,545[a]	82,125[a]	72,977[a]	34,170[a]
df	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (,0) have expected frequencies less than 5. The minimum expected cell frequency is 35,2.

From the above table we can conclude that there is a very low Asymp. Sig. (less than 0.001) for all factors. This indicates a clear statistical significance of the frequencies concerning the affirmative answers. On this basis we can further conclude that there is evidence that the model should include all of these elements. So we can conclude that a complex model of social marketing programs for a conscious and planned search for professional assistance in solving problems in partner relationships is required in Slovenia. On this basis, we can confirm hypothesis H_1.

With the *second hypothesis (H_2)* we have tested whether social marketing is an important factor in raising awareness and motivation for partners about the importance of a conscious partnership and changing patterns of behaviour, feelings and beliefs. Data analysis showed the respondents' opinions to what extend all the listed elements of the answers are needed. Factors are classified by importance according to the mean (Table 3). As *very much needed* elements of model are variables »Support groups for parents« with an average value of 4.17, »Pre-Baby counselling« with an average value of 3.99, »Coaching/training for successful communication between partners« with an average value of 3.97, »Support groups for parents« with an average value of 3.80, and »Premarital counselling« with an average value of 3.74. As *very needed* elements of model are variables »Lectures of experts about issues of partner relationship« with an average value of 3.70 and final as *moderately needed* elements of model are variables »Educational TV programs of the issues of partner relationship« with an average value of 3.31, and »Whole year supporting group (counselling/training) for couples« with an average value of 3.29. The average value of 3 and more for all the elements but one, shows that respondents tend to favour all these factors. Only one factor has an average value less than 3, namely »Web counselling» with an average value of 2.99.

Table 3: The degree of importance of factors in raising awareness and motivation /changing patterns of behaviour, feelings and beliefs

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Support groups for parents	176	1	5	4.17	.982
Pre-Baby counselling	176	1	5	3.99	.974
Coaching/training for successful communication between partner	176	1	5	3.97	1.077
Support groups for partners	176	1	5	3.80	1.166
Premarital counselling	176	1	5	3.74	1.219
Lectures of experts about issues of partner relationship	176	1	5	3.70	.993
Educational TV programs of the issues of partner relationship	176	1	5	3.31	.973
Whole year supporting group (counselling/training) for couples	176	1	5	3.29	1.283
Web counselling	176	1	5	2.99	1.169
Valid N (list wise)	176				

The analysis of the distribution from the questionnaire gives us the relative frequencies of the answers. The above frequency tables can then be used to analyze the statistical significance of our hypothesis with the Chi-square test (Table 4).

Table 4: Test Chi-square - factors for raising awareness and motivation/ changing patterns of behaviour, feelings and beliefs

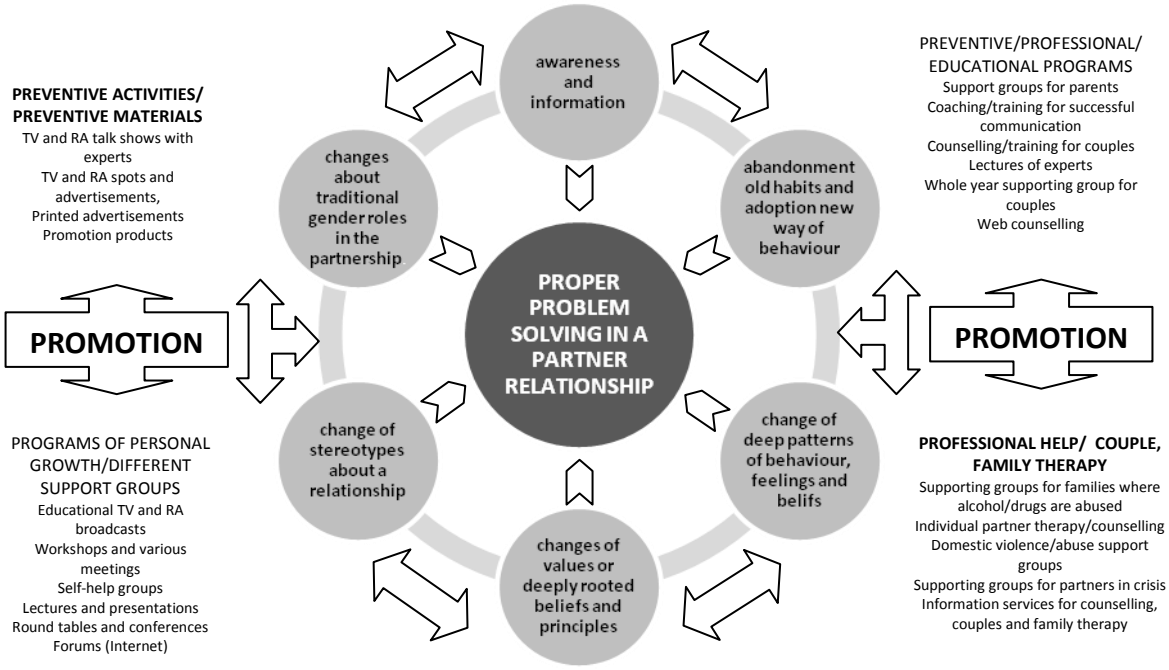
Test Statistics	Premarital counselling	Support groups for partners	Pre-Baby counselling	Support groups for parents	Coaching/ training for successful communication between partner	Educational TV programs of the issues of partner relationship	Lectures of experts about issues of partner relationship	Whole year supporting group (counselling/training) for couples	Web counselling
Chi-Square	49.284[a]	56.898[a]	97.239[a]	128.318[a]	83.716[a]	100.023[a]	72.977[a]	23.261[a]	55.761[a]
df	4	4	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (,0) have expected frequencies less than 5. The minimum expected cell frequency is 35,2.

From the above table we can conclude that there is a very low Asymp. Sig. (less than 0.001) for all factors. This indicates a clear statistical significance of the frequencies concerning the affirmative answers. On this basis we can further conclude that there is evidence that all the elements of answers are needed for the model. We can also conclude that social marketing is an important factor in raising awareness and motivation for married and unmarried partners about the importance of conscious partnership and changing patterns of behaviour, feelings and beliefs. On this basis, we can confirm hypothesis H_2.

FINAL THOUGHTS AND CONCLUSION

In this section we will review and analyze the survey results. In the survey we wanted to find out whether social marketing is the right intervention and a motivational approach to resolve problems in a partner relationship of married or unmarried heterosexual partners who are faced with problems in a partner relationship. The purpose of this study was to examine the factors which play an important role such as: raising awareness of target groups in resolving conflicts between partners, looking for professional help for partnership problems and breaking stereotypes of a partner relationship. With our first assumption we stated that a complex model of social marketing programs for a conscious and planned search for professional assistance in solving problems in partner relationships is required in Slovenia. In the analysis we found out (after the respondent's opinion) how all of the listed elements of the model *are important*: »Awareness of the importance of a good and healthy partnership«, »Informing about the importance of a good and healthy partnership«, »Abandoning old habits and accepting new behaviour in a partner relationship«, »Changes in patterns of behaviour, feeling and beliefs in a relationship«, »Changes of values and deeply rooted beliefs and principles about a partner relationship«, »Breaking stereotypes about a partner relationship«, »Impact of traditional gender roles in a partner relationship«. We can, based on these findings, conclude that the role of social marketing interventions raises awareness of the target group about the importance of quality and healthy partnership in the form of different preventive activities such as: self-help groups or support groups, a variety of preventive actions, educational TV programs, radio and TV spots, printed advertisements and prevention materials about partnership issues is very important. Thus, we can confirm our initial assumption. With our second assumption we stated that social marketing is an important factor in raising awareness and motivation for married and unmarried partners about the importance of conscious partnership and changing patterns of behaviour, feelings and beliefs. In the analysis we found out (after the respondent's opinion) that the listed elements of the answers are *needed*: »Support groups for parents«, »Pre-Baby counselling«, »Coaching/training for successful communication between partners«, »Support groups for parents«, »Premarital counselling«, »Lectures of experts about issues of partner relationship« »Educational TV programs of the issues of partner relationship« and »Whole year supporting group (counselling/training) for couples«. We can, based on these findings, conclude that social marketing is an important factor in raising awareness and motivation of married and unmarried partners about the importance of a conscious partnership and changing patterns of behaviour, feelings and beliefs. Thus, we can confirm our second assumption. Based on the results of the research we have created a model of new social marketing interventions on issues of partnership relations. The model shows how social marketing can help solving problems in partner relationships by the influence of awareness and information about the importance of a good and healthy partnership, the abandonment of old habits and adoption of the new ways of behaviour in a relationship, the change of deep patterns of behaviour, feelings and ideas about relationship, the changes of values or deeply rooted beliefs and principles, the change of stereotypes about a relationship and about traditional gender roles in the partnership.



Picture 3: Model of new social marketing interventions on issues of partnership relations

In a survey we also found out that awareness in seeking professional help to solve problems in partner relationship, no matter what age, plays a very important role. Therefore the promotion is especially highlighted in the model with which we would like to reach the target group and inform it about the various preventive, educational and professional programs for quality and healthy partnership. This model of social marketing programs is ready to be applied by institutions that are involved in motivating conscious and systematic problem solving in relationships. However, we must emphasize that the effective means of non-profit organizations to achieve their mission is social marketing (Ovsenik & Ambrož, 1999).

Rant (2009) states that profitable developmental gerontologic and political directions of the researches in the field of demography in Slovenia are: 1 training of the spouses aged 50 years or more for good mutual relations and healthy aging and to educate them about the basic skills for family care; 2 assistance and support to the families of the middle generation who provide help and care to their fragile elderly parents; 3 develop sufficient public and informal network of carers and a volunteer social network for quality aging of the large number of singletons and those, whose family social network is not effective for providing care and human closeness.

In the future research it is necessary to pay a special attention to the contents of what promoting and developing education in relation to the partner relationships issues and intergenerational dialog. The promoting and developing education is necessary for young people and also for elderly people. In the Programme of Lifelong Learning of EU-CoE youth partnership (2008) it is mentioned that the knowledge and experience of the older generation is of great value, and younger generations should be able to benefit from it. Conversely, the younger generation has skills that they can make available to the older generation or can use them to support older people.

As we mentioned earlier social marketing is good interventional approach, which can influence all partners no matter how old they are with the aim to inform, teach and increase their awareness to voluntarily accept and change certain behaviour patterns and ways of behaviour. Despite the fact that social marketing campaigns encourage the changing behaviour only in a low percentage of the target group, it does not mean that they can be characterized as unsuccessful. The actions of social marketing are the long processes but the fact is that they still operate even if the implementation of the programme has already been completed. When programs of social marketing achieve lasting changes and become socially relevant, it can be said that social marketing is one of the important approaches for social changes.

To the best of our knowledge, this research issue is almost unaddressed in the literature. The survey has also been the first such study in Slovenia so far. It contributes to the importance of the role of social marketing interventions to solve problems in relationships in families and spreads the field of social marketing issues also to the area of intergenerational dialog. According to the results, the survey contributes theoretical and empirical base for creating new social marketing interventions. The model of social marketing programs is ready for applicative use by institutions dealing with this issue for motivating conscious and systematic problem solving in partnerships.

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COMMUNICATION SYSTEMS IN *CAPOEIRA*: TRADITION AND NON-VERBAL COMMUNICATION AS MEANS OF COMMUNICATION BETWEEN GENERATIONS.

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Abstract
The Afro-Brazilian cultural institution and martial art *capoeira* as well its functions and role in inter-personal, inter-institutional, and inter-generational communication are discussed in this paper. Presented data was collected during the eighteen months anthropological fieldwork in Brazilian city Salvador between the years 2004 and 2007. The main purpose of the research was to obtain information about connections between *capoeira*, depression, aggression and violence. The social role of *capoeira* was analysed during the research so the researcher has also studied the means and importance of communication within the institution of *capoeira*. Some of main focuses were how traditions are recreated in *capoeira* in order to achieve competent inter- and intra- institutional communication and how important is the role of inter-generational dialog in reestablishment of hierarchies within the institution of *capoeira*.

Keywords: capoeira, non-.verbal communication, inter-generational dialog, equal terms communication, elder people identification, inter-generational respect, creation and recreation of traditions.

Introduction
Evolutional theories explain the development and changes of human's physical and psychical characteristics as the consequence of evolutional adaptations (Campbell, 2005; Caruthers, 2003; Cummins, 1999). Therefore, as humans always exist as part of certain society, it is reasonable to presume that also cultural elements and traditions are influenced by evolutional adaptations to environmental and social changes. For example in the case of diaspora, as Johnson (2007) writes, when certain social group is relocated in completely new natural and social environment, new cultural patterns that would enable survival of the relocated group in unknown environment have to be developed. Cultural set is changed in learning processes which are, as Bateson (1972) writes, the result of evaluation and memorisation of certain actions and reactions according to their efficacy in given situation.
Enslaved Africans brought to Brazil have found themselves in completely different natural and social environment from the one back home. On the sugar plantations the Portuguese have mixed together members of the different African language and culture groups that were even in war or conflict in homeland. With such strategy of disabled communication they were trying to prevent revolts. Also the social status was taken away from the enslaved population and all cultural manifestations were forbidden in the first period of Portuguese slave economy (Dal Lago and Katsari, 2008). These marginal individuals lived together in slave cottages called *senzalas*, and if we suppose that the need to gather and belong - for which interpersonal communication is required - is one of the basic human needs, we can make inference that enslaved have developed new modes of communication. Ignorance of each others verbal language in newly originated groups was one of the reasons that the group members started to communicate using non-verbal communication expressed through the dance, rhythm and even martial arts. *Skilled performances*, as such activities are described by Rozzelle at. (1997, pp. 70-71), enabled personal expression and restoration of social hierarchy. Aikins de-Graft (2011, p. 68) writes that non-verbal communication is a means of emotional expression, self-presentation, concealment or uncovering of manners and intentions, and least but not the last the technique to regulate inter-personal interactions. Aspirations of enslaved to express and self-present themselves have surpass the language ignorance, and new communication channels and manners were applied to restore the communication. Hanna (1987, pp. 3-6) writes that dance is a kind of non-verbal communication that appears when verbal communication is aggravated, and we may assert that dance was the first means of basic communication among enslaved Africans in Brazil. However, the manners of expressions and self-presentations are not only different between members of the different cultural groups, but also as Campbell (2006) writes, between men and women. Fight dances are part of male tradition among West African people from which most Brazilian slaves were brought. Surely the men have expressed their dancing-fight skills on *senzals* once the leisure activities were allowed. For example in Salvador *capoeirista*s are learning dance named *maqulele,* which is demonstration of fight with poles and swords. Surely such dance was not performed on *senzalas* but rather slow and concealed version of fight dance. The rhetoric of the dance had to be incomprehensible to the outsiders and harmless in its semantic. *Capoeira* consists of many such "unnecessary moves" performed by the players during the play-fight. Elements of martial art are integrated in such, for the outsider incomprehensible movement. We propose that *capoeira* was developed as means of non-verbal communication through which men have expressed their fight skills and cunning

in order to prove their social value and establish new social hierarchy. Yet such communication of physical strength and domination of martial arts had to be concealed at least for two reasons. Firstly, every martial art practice could be noticed and prohibited by slave owners. Secondly, direct and uncompromising struggle for social position can be harmful for group members which for the enslaved in given situation was undesired outcome, namely they were already explored and marginalised by the Portuguese. Within these artificially originated groups new kin-relationships had to be established. Thus the fight-dance was not only the power game but also leisure and amusement. In Western-African societies dances and some rituals are performed in circle, therefore also *capoeira* was no exception. Such dance-fight of two men in circle accompanied by music - we suggest that at the beginning also more than two players might be involved in the play as it is the case by the dance *samba de pé* - was amusement for those in the circle and also for those outside the circle. So the play-fight represented the means of communication on inter-personal and also group level. On the first level individuals were trying to win the opponent using concealment and mind reading. Gaining or loosing reputation they have climb up and down the social hierarchy ladder. With new cultural performances also the new society and its consciousness were developed. The notion of new society of enslaved people in Brazil was established. Mastering and practicing of proper martial art disguised in dance has surely raised self-respect of enslaved which has co-create such circumstances where emancipation could be brought to light. In such context the new method of non-verbal communication has re-established social circumstances in which specific segment of population has survived as physical as also psychical oppression.

Short presentation of capoeira

Capoeira is interrelated in social life of Salvadorian society. It is perceived as sport activity, as educational institution, and as folklore activity. The institution promotes Afro-Brazilian culture and represents a part of Salvador's tourist promotion. *Capoeira*'s historical development is the consequence of colonization processes and slave economy. However, even if other parts of Americas had similar slave economy systems, *capoeira* was developed only in Brazil. We suggest that *capoeira* was developed among enslaved African population in Brazil as communication technique and means of hierarchy reestablishment. As such it was also an important means of inter-generational communication where experience is important factor in reestablishment of inter-generational respect and readiness for equal terms communication between different generations. Talmon-Chvaicer (2007) writes that *capoeira* was developed as leisure activity, once the Portuguese allowed cultural manifestations on the *senzalas* in order to improve slaves' psychic condition. According to Dal Lago and Katsari (2008), the early Portuguese slave system was different then the ones of other colonizers like for example Spanish. African diaspora was mixed and Portuguese used this ethnic pluralism in their advantage. They have even further mixed the slaves from different cultural and ethnic groups to prevent communication and potential revolts. So enslaved had to develop new communication techniques and re-establish social hierarchy. Language barrier and lack of social hierarchy were important factors in establishment of circumstances where alternative communication techniques were developed. Communication in *capoeira* was enabled through body language, music, and rhythm that accompany the play-fight in so called *roda de capoeira* (circle of *capoeira*). Through play-fight, amusement and corporal interaction the inter-personal respect and hierarchies were established. During the centuries institutional traditions and rules were developed so today the formal and informal hierarchical system is strongly empowered within the institution. Older *capoeirista*s and masters are admired and respected as role models by the younger ones. Their reputation is acquired through years of practice, instructing and playing in *rodas*. Younger ones are respected according to theirs motivation and wish to learn. Older *capoeirista*s are also masters of instruments and singing. In performed *rodas* they would be the ones playing the main *berimbau* (central *capoeira* instrument) that dictates the speed and the manner of play-fight. With the main *berimbau* also the start and finish of the play-fight is marked. Those present in the *roda* are expected to sing and clap the hands when two of *capoeirista*s are playing. Through the music they communicate with others present in the *roda*. Communication is performed through verbal and non-verbal channels and serves to create and recreate *capoeira* traditions of inter-personal and inter-generational dialog.

Capoeira as means of political communication

There are at least three theories regarding historical development of *capoeira* prior to 19th century. First theory explains that the art was developed on *senzalas*, the second one defends the idea that *capoeira* is the product of defensive tactics in *quilombos* (escaped slaves enclaves), and the third one that it was already brought as such from Africa. However, most literature and also *capoeira* discourse emphasize its development from the beginning of the 19th century. From that period on *capoeira* already existed as consolidated institution, on the one side representing the means of street fighting, and on the other side an Afro-Brazilian political institution. Further development of the institution in the second half of 19th century and in the first decades of 20th century has had an important impact on today's *capoeira* role in inter-institutional and inter-generational communication. Hanna (1987) writes that dance is a forum to express political convictions, aspirations and values. Enslaved population was excluded from Brazilian political life even being an important contributor to its economy, so it had to search for alternative methods of political expression. Besides playing *capoeira* on the streets, *capoeirista*s from the 19th century were frequently hired as bodyguards for the politicians, so *capoeira* got the reputation being dangerous and effective martial art. Even if it was stigmatised being the art of robbers, violent and idlers, on the other hand it was respected among some members of the higher social class as serious martial art. Such perceptions surely contributed to the positive reputation of the institution. *Capoeirista*s were also involved in

Afro-Brazilian political movement called *Flor da Gente*. During the war with Paraguay in 1860s some of the *capoeirista*s joined the Brazilian army, so stories about brave and effective barefoot *capoeira* fighters appeared among Afro-Brazilians in Rio de Janeiro, even if there is no written evidence for that (Rego, 1968; Soares Ríbano, 1999). Such discourse brought the institution of *capoeira* on the political level as herald of emancipation of enslaved and marginalised Brazilian population. After the first Brazilian republic was founded in 1989 *capoeira* - supporting the old government - was persecuted as dangerous street martial art so the institution got undercover. In Salvador masters of *capoeira* started to represent the art as the part of the Afro-Brazilian folklore and dance. Such method of political and cultural communication enabled survival of the art. The change in the rhetoric also caused the organisational changes of the institution. In accordance to overall africanisation of black population culture from the beginning of the 20th century, also some *capoeira* rituals and traditions were recreated. Africanisation followed the principles of the Yoruba cultural renaissance that according to Johnson (2007) appeared in all Afro-American societies. There are several reasons for choosing Yoruba cultural set as the identification object of the Afro-Brazilians, however, they are not of great importance for our discussion. It is important to mention that unification of Afro-Brazilian cultural set, the Afro-Brazilian's political power and involvement in Brazilian political life have increased. That lead to the official recognition of the art as national martial art and sport activity in 1937 (Nestor Capoeira, 2002; Rego, 1968).

Capoeira the tool of relationships harmonisation and promotion

Capoeira today is enforced as part of Afro-Brazilian folklore and culture. It is perceived as sport, martial art, as education method and even as therapeutic technique. In Salvador it represents the means of individual and cultural identification. To be *capoeirista* means to follow the norms, customs and values of certain *capoeira* group. Oliveira Cruz (2006) describes the processes of *capoeira* identity enforcement in *capoeira angola* [1]. Their clothes, behaviour, appearance *locus*, play style in *roda*, and their attitude toward other *capoeirista*s, communicate to which *capoeira* lineage they belong. Some of them - mostly older *capoeirista*s - still use special protection techniques for the body and spirit before they enter or organize the *roda*. As they mentioned such techniques were commonly used by their *capoeira* ancestors and are learned through secret rituals to those who gained the trust of the older masters. Regardless to which *capoeira* style they belong, *capoeirista*s would sing the songs that emphasize the importance of older masters from the clan, and use particular group play-fight once they enter the *roda*. Even if all included in the research assert that each individual has his particular style, they agree that such style always express the characteristics of specific *capoeira* school or group. Because the traditions in *capoeira* are passed orally from generation to generation, *sabedoria* (wisdom) - related to age and expertness - is an important notion in *capoeira*. One of my interlocutors, master of *capoeira* himself, described this informal hierarchy as following: *"Even if I have the same level of formal graduation as the oldest master of our group, I wouldn't dare to pull him out of the roda when he is playing with someone. He has more than forty years of experiences in capoeira and me less than twenty five."*

Older masters posses the knowledge and represent the bond between the living and the dead. Oliveira Cruz (2006) describes the tradition of *Mestre* Pastinha's clan, however, also other groups are using similar self-representation techniques and identifications. As he writes the main master of the group is the one that posses the most *sabedoria* and is perceived as the present connection with the ancestors - even those in Africa. In the worlds of Čapo-Žmegač (2007, p. 57), the elderly possess the wisdom that younger might lack, so they are the bond between tradition and modernity (ibid.). Even if they do not adapt to the changes in *capoeira* and broader society, they teach the younger generations how to maintain and incorporate traditions into modernity. As it was noticed during the research, such knowledge is passed to younger *capoeirista*s during the *capoeira* events and through constant communication with other members of the group. The main master transmits his learned values, beliefs and knowledge to other masters; meanwhile, they will pass those traditions to theirs instructors and students. Yet such communication is not performed only in *capoeira* schools. The public events like presentations, celebrations, and *capoeira* baptisms called *batizado* are of great importance for communication of beliefs, values and traditions.

Public presentations are both, the promotion of particular school or group (each group my have at least as many schools as there are instructors in the group) and also the events where cultural elements of institution are presented to the lay, non-*capoeira* public. On individual level *capoeirista*s are presenting their knowledge of *capoeira* play-fight, and singing or playing instruments on such *capoeira* events. On the institutional level they communicate the group's principles, values, beliefs and style through their song selection, through more or less dynamic play style, through the degree of aggression and violence involved in the play-fight, and through their attitude towards the older, the younger and peer *capoeirista*s. In such manner traditions are communicated to both, *capoeira* and lay public. Those attracted by the art are further encouraged to start practicing *capoeira*. Thus, each *capoeirista* is not promoting only the *capoeira* group or school but also him as personality. He tempts to make a good impression on the others which can increase his reputation within his own group and also in broader *capoeira* public. Those older and more experienced recreate the concept of experienced and wise masters with self-presentations in *rodas*. They prove to themselves and others that they should be respected as *sábio* (wise). Yet in many cases some older master would surprises his opponent and others in *roda* with his agility and uncommon play-fight style. Spectators would express their enthusiasm with applauding and exclamations - like it is the case in other cultural or sport performances. On one of the street *rodas* I have frequented occasionally during my research, two older masters presented the play for money, which in today's *capoeira* is almost extinct. It was

practiced during the 19th and at the beginning of 20th century. Today is a funny presentation, however, it was rather a dangerous *jogo* in the past, because the razors and knifes were used during the play. The objective of the player is to grab the bank note from the ground with his mouth during the play. To achieve that safely, he should play himself out the position in which his neck is not exposed to the opponent, which is not an easy task. The play is similar to chess, where the players have to predict several traits in advance. Such play may not be interrupted as long as one of the players manages to grab the bank note. It is played only occasionally to preserve and present the old traditions of *capoeira*.

Capoeira cultural elements are promoted through *roda* ritual. Already composition of the *roda* (circle formed by the participants) points out the mystic and the magic of the institution. *Bateria* (composition of instruments), obligatory *roda*'s component, is in *capoeira angola* constituted of *atabaque* three *berimbaus* and two *pandeiros* [2]. There is a gape on each side of *bateria* that represents a *porta* (the door), through which the players enter the play-fight. Entering the *roda* players would usually perform an individual protection technique gesture, than first compliment the central *berimbau*, after the co-player, and then start with the play-fight. Music and songs' texts are those dictating the tempo and the style of the play. Ancestors and living masters are praised in some texts, but most of them would count day-by-day stories from *capoeirista*s life, or would emphasize some important historical events connected with the institution. Some texts are admonitions or play manner guidance. Not just those in *bateria* but rather all participants have to sing the *coro* (choir) and clap the hands in the rhythm of the music. Players would enter and exit the *roda* on the command of central *berimbau* or by individual decision of each on *porta* waiting *capoeirista*. In latter case they would have to respect the rule saying that younger or less experienced *capoeirista* should never pull out of the game the older more experienced one. Such hierarchy is in force also among co-masters and masters. However, many older *capoeirista*s are complaining that younger ones are not respecting the rules and traditions anymore. Such behaviour is supposed to be the consequence of wrong teaching. Regardless if player wants and knows how to respect all the rules and traditions, he is strongly involved in the *roda de capoeira* due to its circular form, and has to conform to the ritual. Rhythm, music and play-fight of the others agitate feelings and emotions of the participants which became receptive of the traditions, rules and *capoeira*'s cultural elements consolidated and recreated through *capoeira* rituals. Those still inexperienced or to the rules ignorant *capoeirista*s have to learn and obey the ritual rules if they want to participate in the *roda*. Any unaccepted behaviour is sanctioned already during the play or in speeches that as a rule would conclude every important *roda*. As the rules are passed and learned through participation on events and play in the *roda*, *capoeira* is easily accepted also outside Brazil, in different cultural settings. In Europe for example it doesn't represent only the martial art but an important promoter of Brazil and Afro-Brazilian culture. Being accepted among Europeans as attractive sport art, *capoeira* is an important toll if individual and cultural promotion.

Yet promotion is not the only function of *capoeira* rituals, also the harmonisation of social relationships is performed through them. *Batizado* is the most typical event in regards to harmonisation of social relationships. Initiation of new *capoeirista*s and change of *capoeira* girdles are just the most obvious functions of *batizado*. However, for anthropologist those hidden, not obvious functions are of greater interest. As I have noticed on *batizado* and other *capoeira* events traditions are recreated and social relationships are harmonised.

Baptism and exams for higher girdle are performed in *roda*, which has a slight different ritual than on other events. The hierarchies are more obvious on *batizado*, where respect toward older and more experienced *capoeirista*s is emphasized. On one of such occasions one of the masters played disrespectful with the older master which agitated impetuous debates among participants about respect toward the older masters. Namely the younger, stronger master played with the force with the older one, demonstrating his physical supremacy regardless to the accepted rule that the older masters should be respected according to their experiences. Even if the player knows that he could beat his older opponent, he shouldn't do so not to offend the older master and discredit him in front of the other younger *capoeirista*s. However, I have witnessed only two such occurrences, meanwhile, on other *capoeira* events participants respected that unwritten rule of inter-generational respect.

When the *roda de batizado* starts only the masters and co-masters (sometimes also professors) are allowed to play. Their objective is to demonstrate to the younger ones the rules, traditions and techniques that are supposed to be applied in the play-fight of *capoeira*. By observation of the game, participants learn new techniques and tricks. Through such performance also the ideal image of mature *capoeirista* and the master is constructed. Master is not only respected according to his physical abilities but in the first place in regards to his *sabedoria* (wisdom), the mastering of instruments and singing, and experience in *capoeira* that can only be achieved through many years of practice. Therefore, the most experienced master would begin to *tocar a viola* (play on the central *berimbau* called *viola*) and sing *ladainha* [3]. The play of the masters is followed by a short brake where some of the masters would perform the inauguration speeches. In such speeches the importance of tradition, respect and learning is emphasized. After that the baptism of new *capoeirista*s exams for the higher girdles are carried through. The exams are usually finished with another brake dedicated to the thanksgiving speeches followed by exams for instructors, professors and masters of *capoeira*. On the level of *contramestre* or *mestre* [4] such exam is only a formality. *Contramestre* or *mestre* has already proved his knowledge and position with his work and participation on many *rodas*. Their preparation can last even ten or more years. The play in *roda de batizado* with most experienced and oldest masters represents inauguration of new *contramestre* or *mestre*. Such play is demonstration of *sabedoria* and *malandragem* [5]. Another set of thanksgiving speeches is performed by invited masters and those who organised the *batizado* after the exams are finished. In the first place organising master would

thank all those who came to *batizado* from abroad [6] and also to all domestic masters who accept the invitation and appeared on the event. Then the invited would thank to organiser emphasizing the importance of his work. On most events masters were praising the importance of host master in the local society (*comunidade*). They would emphasize his role in education of local children and his social function in harmonisation of familiar relationships as well the relationships within the *comunidade*. Formal part of *batizado* is concluded with hosting master's speech, where he thanks to the sponsors, to those who helped to organise the event, to all participating masters, *capoeirista*s and to the parents of the children that are the most important joint of *capoeira* institution. Namely, they are the ones helping to organise the *capoeira* events and are encouraging their children to practice *capoeira*.
Batizado is mostly followed by the party in local bar where food and drinks are served. Members of the group, parents and also some invited *capoeirista*s participate on such parties where *capoeira* subjects are discussed. Such gatherings would mostly be finished till the late afternoon.

Methodology
The in this article analysed topic was not the main research object of the fieldwork performed in Brazilian city Salvador. However the anthropological method of multi-sited fieldwork makes possible for anthropologist to collect also the important data which is not directly connected with his research subject. Comprehensive information set allows profound insight into the cultural institutions of studied society. Thus during the eighteen months fieldwork from 2004 to 2007, the *capoeira* institution was studied where observations, informal interviews and anthropologist's reflections were recorded and noted into two diaries. Beside the participating observation also the qualitative research method with in-depth interviews was applied. Information about the institutional structure of *capoeira* and about *capoeirista*s subjective views on the importance of institution were acquired through semi-structured interviews. I learned about the importance of formal and informal hierarchy in *capoeira* and manners of its creation and recreation. I also got the information about *capoeirista*s' attitudes towards health, illness and treatments, and least but not the last the important data about the *capoeira* traditions, the importance of the ancestors and experienced masters and the inter-generational relations were collected during the fieldwork. Latter data is discussed in this contribution.

Sample
*Capoeirista*s from three different *capoeira* groups were included in the research. Some interviews were performed also with the masters from other *capoeira* groups. Participation of the researcher on important *capoeira* events all around Salvador and his notes, observations and talks with participants enabled collection of important data. It is also reasonable to mention that the *capoeirista*s included in the sample were between 20 and 75 years old.

Research conduction
The research was conducted in Bahian capitol Salvador, more precisely in city quarter Boca do Rio. Between the years 2004 and 2007 *capoeira* groups *Capoeira Angola Palmares* and *Naçao Capoeira* were studied. Even if the groups are located in different city quarters and are different in play style, traditions and values, some masters - now members of the *Naçao Capoeira* - originate from the group *Capoeira Angola Palmares*. Most of the data was collected on daily trainings and on *capoeira* events, yet some important information were gathered through informal conversations with masters and other *capoeirista*s. Also sixteen in-depth interviews with nine masters and seven students of *capoeira* were performed. The duration of interview varied between 40 minutes and two and a half hours according to available time and loquacity of the interviewees. The interviews were semi-structured so the questions were adjusted for each interviewee individually. Following sets of questions were employed in the conversations:

1. Attitudes towards *capoeira* (When and how you learned about the art? Why does he choose and practice it? Expectations? What makes him enthusiastic in regards to *capoeira*?),
2. historical and today's role of *capoeira*,
3. relationships within the *capoeira*,
4. *capoeira*'s role in the attitude towards health aggression and violence,
5. hierarchies and traditions of *capoeira*.

Data analysis
Collected data was systemized through transcription of the conversations and repeated reading of the diaries. Further, the fieldwork results were compared with the already existing literature from the area.

Findings
Capoeira's role in establishment of inter-generational communication and relationships.
As we have already shown, tradition and hierarchy are important concepts within *capoeira*. Hierarchy doesn't exist only as a formal structure but rather emerges from informal respect toward older and more experienced *capoeirista*s. Since *sabedoria* and *malandragem* are even more important *capoeirista*'s features than physical agility and strength, *capoeirista* gets more respected in his old age. Elderly *capoeirista*s themselves are also proud on their experiences that according to Ryan (2007), is an important issue for their identification and construction of positive self-image. Sijuwade

(2009, pp. 2-3) writes that positive self-image of the elderly is hindered by social isolation and negative changes in their social role. As older masters are gaining their *sabedoria* with age their task is to stay socially active, frequenting *capoeira* events in order to pass their knowledge to the younger ones. Such acting helps them also construct and preserve a positive self-image.

Thus in *capoeira* public respect and positive self-image are achieved through the time spend in teaching *capoeira*, and frequency of appearing on public *rodas* and *capoeira* events. Older *capoeirista*s are by *default* group leaders or at least honourable members of the group. For those organising *capoeira* events it is a question of good social practice to invite at least one elder and respected master on his event. Namely, with the age the master transforms into ultimate *capoeira* product - the master of the masters. Older *capoeirista*s are also the ones that would narrate anecdotes and semi-mythological [7] stories about the old times of *capoeira*. They would have the privilege to be the first to enter the *roda*, play the central *berimbau* and sing *ladainha*. If they continue to sing the songs, they would also have the right to dictate the manner and tempo of the game in *roda*. On symbolical level the older master represents the connection between ancestors and today's younger *capoeirista*s. Such older master - once student of already deceased master - is now the one who possesses knowledge about traditions of the clan. Even if rules and teaching techniques are already written in numerous handbooks of *capoeira*, all interlocutors agreed that real *capoeira* is learned out of experiences and direct communication and play with older *sábios capoeirista*s. Thus, *capoeirista*s are always interested in older masters' speeches and playing techniques. In masters' narrations (using semi-mythological speech) certain actual thematic is discussed. Since they are *malandros* [8] - in regards to their play-fight style and also regarding communication manners - their knowledge is passed *per partes*, which allows them to stay interesting for the younger ones. They are also the ones to decide to whom and when they will pass further knowledge and for who the whole *sabedoria* will be accessible. Older masters are mentors to *contramestres* and are the group leaders. However, communication and learning are not one-sided, going from the more experienced to the less experienced one. Such might be the first impression of external observer that would focus only on verbal levels of the communication within *capoeira*. On symbolical, ritual and non-verbal levels, communication flows in both directions. Older masters would for example let the younger *capoeirista*s play central *berimbau* that would give them the right to choose the songs and dictate the manner and tempo of the game. In such manner the development of younger *capoeirista*s identities is achieved, and creativity is promoted. With their individual style - influenced by constant social changes and the youngster's identity - younger *capoeirista*s contribute to creation and recreation of traditions and styles of certain group, so mutual respect, based on hierarchic system and multi-directional learning, between older and younger *capoeirista*s is achieved.

Inter-personal and inter-generational communication is executed on physical level during the game of *capoeira*. As younger one is learning from the more experienced one, *vice versa* the older one is learning from less experienced but accurately informed one. To preserve his reputation, the more experienced one can not allow himself to be surprised by a kick or *rastera* from the less experienced one. Therefore, he has to adapt to new techniques and tricks of younger ones. Mutually younger and older ones are learning in the game of *capoeira*, teacher becomes a student and *vice versa*. Namely, younger *capoeirista*s practice several martial arts where they learn some, to *capoeira* alien techniques. The task of the master is to implement such techniques in the *capoeira* movement called *ginga* and to develop defensive techniques which would neutralise the former ones. Most interlocutors mentioned that *capoeira* is the art in constant adaptation and transformation, however, changes have to follows the rules, values, ritual characteristics and established traditions of the institution. Therefore, to enable development and existence of the art and institution inter-generational communication is needed and promoted in *capoeira*.

Discussion

Some existing researches on the field of *capoeira* are concerned with its social meanings and historical development (Talmon-Chvaicer, 2007), are phenomenological and ethnological analysis of rituals and institution (Lewis, 1992; Rego, 1968), or represent historical analysis of different styles and rituals development (Nestor Capoeira, 2002; Oliveira-Cruz, 2006). The field of inter-personal and inter-generational communication within *capoeira* is interesting notion that still needs to be studied. We have established during the research that inter-personal respect - created and recreated through corporal interaction and intra-institutional communication - is an important value of *capoeira* institution. Communication is performed through verbal and non-verbal channels, and might be direct or expressed through symbolism of rituals and traditions. The head master - mostly also the oldest one - being possessor of knowledge and a link between ancestors and living *capoeirista*s, is the one that decides how his *sabedoria* will be passed to the students. He decides to whom, when, and how much he will teach and to whom he will pass everything. For example, one of the masters included in the sample has instructed *capoeira*, exclusively as martial art to most of his students. Even if he has performed *roda de capoeira* once a week, he did not teach how to play the instruments or either has taught much about the rituals and history of *capoeira*. His school is more fitness or aerobic centre alike, where he offers also other sports activities. At the time of the research he had some three hundred members who have participated in various activities. Yet after I have frequented *capoeira* lessons for a longer period and did show a lot of interest for the art, master invited me on special lessons, organised only for most loyal and dedicated students. On such lessons instruments were played, songs were learned and different *capoeira* styles analysed. While playing *capoeira angola* also the history of the art was discussed. Thus *sabedoria* was not available to everyone especially not to strangers, periodically visiting Salvador. Such

practitioners are considered as *gringos* (strangers) and are, according to some *capoeirista*s, more interested in so called instant *capoeira* or *capoeira do gringo*. Since masters school was located in the university part of the town, in the vicinity of hotels and hostels, many times coincidental visitors have come to train in his school. He was aware that they will not stay longer and therefore, have to learn the effective attractive *capoeira* that is easily accepted also by those coming from different cultures. His students were aged between seventeen and forty years, when he at the time was fifty seven but incredibly fast, flexible and agile. Thus he was not respected only because of *sabedoria*, but primarily because of his dangerous and effective play-fight in the *roda*.

Other studied school is located in slam and rarely *gringo* would come and train there. Strangers practicing in this school are mostly members of the same group from abroad. Head master of the school passes his knowledge to everyone, yet *per partes*. He teaches through the analytical play in *roda*, meaning that play-fight techniques and tactics as well instruments playing and singing will be analysed and discussed on the trainings. His comments were in regards to style and respect of specific group traditions. After each lesson he had a lecture about history and present role of *capoeira*. Many times he told an anecdote about some older master. Students have perceived him as a father, yet he has always emphasized that the real father of the group is his master, the head master of *Capoeira Angola Palmares* group. Even if he is around 70 years old, he is always invited on the *capoeira* events all around Brazil Europe and USA. *Mestre* Nó, as his *apelido* (nickname) is, is believed to come out of *Mestre* Pastinha's, the founder of the *capoeira Angola*, lineage. He also mentioned that his master has taught him everything and he will pass to his student all the knowledge the way he has learned. Thus in this group knowledge was available for everyone yet learned gradually and the hierarchy was at least superficially obvious and clear to everyone. As we see older masters are respected as the knowledge possessors, however, younger are not excluded from the discourse as they have to participate in the debates and have to prepare the folklore presentations of Afro-Brazilian culture on *capoeira* events.

Conclusion

The historical development of *capoeira* is presented in this paper only because of better understanding of *capoeira*'s social role. We emphasize the communicational function of the art. On the level of inter-personal and inter-institutional communication the role of *capoeira* in inter-generational communication is also of great interest for this contribution. According to Williams and Nussbaum (2012) such communication is frequently hindered because there is always a discrepancy in rules and communication resources between generations. Habits and convictions of both age groups influence the subjective individual perceptions (ibid.), which are different because of identification particularities and self-image differences. *Capoeira* as represents the common set of values, rules and communication resources for all participants regardless age, sex or culture, it also represents the common means of identification where roles and manners of identification are determined for younger and also more experienced *capoeirista*s. The older master identity in *capoeira* is reconstructed through traditions and semi-mythological narratives about *capoeira* ancestors. They are perceived as experienced fighters (*lutadores*) and those who were not victims of conspiracy have lived a long life. According to today's masters of *capoeira*, the masters of their masters were instructing till they died, however, they have all end up in poverty due to ignorant attitude of the state towards their life work. In such context *capoeira* discourse enters the problematic of state politics and attitudes toward cultural institutions, elder people and marginal groups. However, at this place we will not discuss *capoeira* role and influences on inter-institutional communication. The art is widespread around the globe and represents the economic opportunity for young Brazilian *capoeirista*s. Therefore its style, image and reputation are different as they were decades ago when it was still predominantly *coisa do Brasileiro, coisa do negro* (Brazilian thing, the thing of the blacks). Older *capoeirista*s do oppose radical changes in *capoeira*, however, they are aware that the art has to be changed in order to win the global market, so their task is to integrate constant style changes into the valued traditions of *capoeira*. Communication system in *capoeira* offers means for reestablishment of qualitative inter-personal and inter-institutional dialog in modern society because *capoeira*, due to its historical and present social, political and economic influences, is strongly dynamic institution open for changes and adaptations. Thus, its systems can be applicable also in European inter-personal and inter-institutional communication systems.

Remarks

[1] In modern *capoeira* we distinguish between three different styles, namely *capoeira regional*, for which *Mestre* Bimba was the one to introduce the teaching methods, rituals and play-fight rules, than *capoeira angola* that was introduced by *Mestre* Pastinha and *capoeira contemporánea*, that is a modern mixture between first two and many methods and techniques from other martial arts present on Brazilian market.

[2] There are some typical instruments compounding *roda de capoeira*. *Atabaque* is a tall drum used also in Afro-Brazilian religion *candomblé*. *Mestre* Bimba excluded the drum from *roda de capoeira regional* with purpose to present *capoeira* as martial and sport art without religious characteristics. At the beginning of 20th century *candomblé* was stigmatised as sorcery by most white Brazilians. *Berimbau* is a three sounds rhythmical instrument made out of a

longbow, iron string and *cabaça* (calabash with rounded opening on one side). *Pandeiro* is known as tambourine in Europe.
[3] *Ladainha* is introducing song mostly dedicated to the ancestors and earth powers. Some important historical events can be mentioned in *ladainha*. The song is also canticle to the great masters, to the *capoeira* and to the God.
[4] *Contramestre* is the one in preparation and training to become master. In some groups he is called *mestrado*. *Mestre* is master of *capoeira*. There is an established but informal hierarchy also among masters.
[5] *Malandragem* can be understood as capability to conceal intentions and to read minds. It is a very complex concept within *capoeira* that can be comparable with the notion of a trickster.
[6] *Capoeira* is widespread all around the globe today and some groups have their schools abroad. Masters from those schools are always welcomed on *capoeira* events in homeland. They represent symbolic connection among homeland *capoeira* traditions and those developed elsewhere abroad. They are connection between old and new, traditional (referring to homeland traditions) and modern. If they organize *batizado* abroad, they would invite their masters, and if event is a big and important one also the head master of the group.
[7] We use the term semi-mythological in the concept of historical narrations about brave, famous deceased or even alive old masters and their work
[8] *Malandro* is the one mastering *malandragem*.

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HOLISTIČKI POGLED NA ZDRAVLJE I OBRAZOVANJE

HOLISTIC VIEW ON HEALTH AND EDUCATION

FUNCTION OF PSIHO-EMOTIONAL DEVELOPMENT AND COMPLEX REHABILITATION WITH MUSIC AND COLOR

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Abstract
In this paper, the master's study in which we were interested in the influence of music - rhythmic stimulation of the visual and symbolic expression (emotional states) in a child with Down syndrome. The study was conducted at Association for Down Syndrome Osijek - Baranja County and the city of Osijek. The study was covered by the available sample of 3 girls with Down syndrome chronological age 5-6 years. The sample was defined in agreement with the parents of the children. Used musical theme in the five-point assessment was the "Waltz of Flowers" from the classic ballet The Nutcracker by Pyotr Ilyich Tchaikovsky. Expression of children singing, dancing listening to music, also influenced the change of color and symbolism of their artistic expression. Original results of the controlled variables are shown in tabular form. Using music in children with Down syndrome, it was possible to trigger some forms of psychoemotional expression, which was evident in the selection and performance of the controlled variables such as number of elements in the free drawing and the predominance of certain colors. Observations and research conducted in the light of the modern doctrine of inclusion in the complex field of psychosocial rehabilitation for persons with disabilities during growth and development.

Keywords: color, music, Down syndrome, a complex rehabilitation, psychoemotional development

UVOD

Poznato je da glazba, kao i crtež utječe na obujam i kvalitetu verbalne interakcije u djeteta. U bioetičkom smislu, djeca rođena s Downovim sindromom imaju iste socijalne, emotivne i obrazovne potrebe kao i druga djeca. Multidimenzionalnost dijagnostike i terapije djece s Downovim sindromom prate individualni programi i različite metode edukacije i terapije. Prožimanje kreativnosti (glazbe, likovnog izražavanja) u kompleksnosti ovog problemskog područja rezultira poticanjem psihoemocionalnog razvoja djece.

Primjenjivost glazbe očituje se na različitim područjima (edukacije, rehabilitacije i terapije), a također i u ritualima psihosocijalne i interpersonalne komunikacije (rođenje, sprovodi, odlazak u lov, borbene igre…). Budući da su glazba i medicina povezane od pretpovijesti (medicinsko-magijski obredi uz pratnju glazbe) mnogi liječnici povezuju glazbu s liječenjem. Među brojnim tehnikama za dijagnosticiranje i terapiju, značajno mjesto zauzimaju također crtež i slika. Crtež i uporaba boja otkrivaju unutarnji svijet crtača i njegov odnos s vanjskim svijetom. Kod psihoterapijskog tretmana crtež i boja utječu na vrstu i obilježja terapijskog odnosa, kao i na učinak terapije. U nekim oblicima psihoterapije primjenjuju se kreativne tehnike kao jedno od značajnih sredstava pomoći pacijentu. Još u starim civilizacijama bilo je poznato terapijsko djelovanje boja.

Koncept kolorigrama slike tijela može biti korišten u edukaciji, dijagnostici i terapiji. Kolorigramom se objašnjava dominantnost određene boje i njeno simboličko značenje u crtežu *(Prstačić, 2008)*. Boje mogu imati edukacijski i terapijski učinak i određenu simboliku. Prožimanje boje u životu ljudi naglašava njezinu veličinu, svrsishodnost i učestalost. Bez obzira postoji li neko dodatno oboljenje ili poremećaj, djeca s Down sindromom trebaju posebnu pažnju tijekom odrastanja, različite dodatne tretmane (defektološki i logopedski tretmani, fizikalna terapija.), te posebne metode učenja. U okviru kompleksnih rehabilitacijskih postupaka koriste se i različiti oblici art terapijskih pristupa.

Postoje oblici komplementarnih edukacijskih i terapijskih postupaka koje je moguće koristiti u cilju poticanja psihoemocionalnog, psihosomatskog i psihosocijalnog razvoja u djeteta,a koji isto tako ukazuju na crtež kao medij pri komunikaciji (PECS i sl.).

PROBLEM I CILJ ISTRAŽIVANJA

Osnovni **problem** u suvremenim multidimenzionalnim rehabilitacijskim pristupima je otkrivanje i podržavanje razvojnih potencijala osobe (djeteta) uz primjenu selektivnih metoda stimulacije koje trebaju biti koncipirane ovisno o kliničkoj slici i potrebama subjekta.

Cilj ovog istraživanja bio je proučavanje utjecaja glazbeno – ritmičkih stimulacija na promjene u likovnom i simboličkom izražavanju emocionalnih stanja kod djeteta s Downovim sindromom.

HIPOTEZE

Smatra se da različiti oblici stimulacije (ritam, glazba, vođena imaginacija...) mogu biti primijenjeni da bi se pojačale neurološke lančane reakcije (neurological chain reactions) i tako potaknulo izvođenje samoinduciranog pokreta, aktivnost voljnog kretanja, dakle i psihološki doživljaj estetskog užitka u simboličkom izražavanju *(Prstačić, (2005); Kocijan Hercigonja (2006); Kostelnik., Onaga, Rohde, Whiren, (2004.)).* Na toj osnovi definirana je i polazna hipoteza o primjeni glazbe i boja u funkciji psihoemocionalnog razvoja i kompleksne rehabilitacije u djeteta s Downovim sindromom.

METODE RADA

Uzorak ispitanika

Ispitivanjem je bio obuhvaćen raspoloživi uzorak od 3 djevojčice kronološke dobi 5 - 6 godina s različitim kliničkim slikama Down sindroma. Uzorak ispitanika je definiran u suglasnosti s roditeljima djece i u okviru suradnje s Udrugom za Down sindrom Osječko-baranjske županije i grada Osijeka.

Način provođenja ispitivanja

Ispitivanje je provedeno u prostorijama Udruge za Down sindrom Osječko – baranjske županije i grada Osijeka. U istraživanju je sudjelovao uzorak od tri djevojčice s Down sindromom, kronološke dobi 5-6 godina. Terapijska seansa u trajanju oko 40 minuta prethodila je samoj opservaciji. Seansa se temeljila na ritmičkim vježbama, dramatizaciji, opisivanju slika sa cvijećem, igri pamćenja i likovnom izražavanju djece uz primjenu matrica za izradu kolorigrama. Kao glazbeni predložak korištena je glazba Petra Iljiča Čajkovskog, *Valcer cvijeća* (slika 5), iz baleta *Orašar*.

Metode evaluacije

U svrhu evaluacije korišten je kolorigram slike tijela (mrežasta matrica) na bazi preciznosti 1x1 mm^2 u crtežu ispitanika. U ovom istraživanju primijenjene su originalne matrice kako je to prikazano na slikama 8 i 9 *(Matrice za kolorigram slike tijela (slika 8 i 9)).*

Slika 1. Matrica za kolorigram slike tijela

Slika 2. Matrica za kolorigram slike tijela

REZULTATI I RASPRAVA

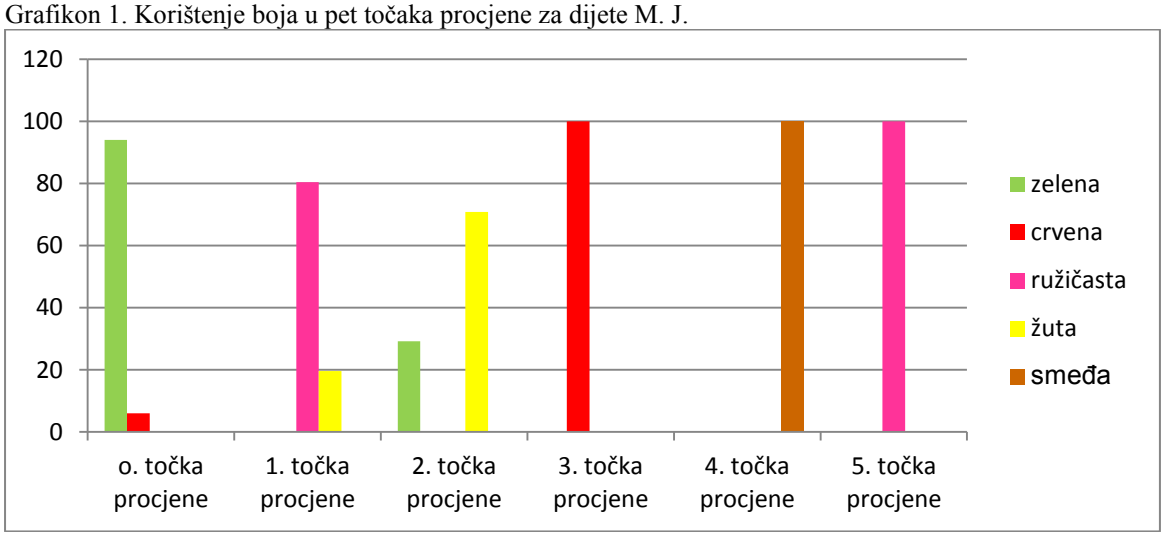
Analiza slobodnog crteža tabelarno je prikazana s navedenim brojem elemenata u svakom pojedinom crtežu za svaku djevojčicu, kroz pet točaka procjene. Grafički su prikazani najučestaliji elementi u slobodnom crtežu kroz pet točaka procjene kod sve tri djevojčice. Evaluacija kolorigrama je realizirana pomoću milimetarskog papira. Tijekom istraživanja, djevojčice su bojale kolorigram u polaznoj točki procjene, te u ostalih pet točaka procjene. Na slici 8. i slici 9. prikazane su matrice za kolorigram slike tijela koje su korištene tijekom istraživanja. Oba kolorigrama su frontalna.
Matrica kolorigrama na slici 8 mjerena milimetarskim papirom, ima ukupnu površinu od 63.61 cm^2 , a matrica kolorigrama na slici 9 ima ukupnu površinu 34.08 cm^2 izmjerenu također milimetarskim papirom.

Glazba je tijekom procjene („Valcer cvijeća“ iz baleta Orašar, Petra Iljiča Čajkovskog) izazivala podražaje koji su utjecali na simboličko izražavanje na području kolorigrama i slobodnog crteža. Rezultati slijede u grafičkim i tabelarnim prikazima.

Djevojčice su po slobodnom izboru bojale odabranu matricu kolorigrama slike tijela *(slika 8 i slika 9)*. Djevojčica K. J. je koristila matricu kolorigrama površine 63.61 cm^2 *(slika 8)*. Djevojčica M. J. bojala je matricu kolorigrama *(slika 9)* površine 34.08 cm^2 tijekom polazne, 1., 3. ,4. i 5. točke procjene, a matricu površine 63.61 cm^2

(slika 9) koristila je u 2. točki procjene. Djevojčica A. K. je tijekom svih točaka procjene koristila matricu kolorigrama površine 34.08 cm^2 *(slika 9).*
Korištenjem mrežaste matrice, izračunate su veličine površina pojedine boje na svakom kolorigramu za sve tri djevojčice kroz pet točaka procjene, kao i za polaznu točku procjene bez glazbe. Površina boja je prikazana u obliku postotka zastupljenosti svake boje u ukupnoj površini kolorigrama slike tijela. Rezultati su prikazani na grafikonu 1-4.
Na grafikonu 1. su prikazane površine korištenih boja u polaznoj točki procjene (bez glazbe), kao i u preostalih pet točaka procjene uz glazbu. Ovaj prvi grafikon prikazuje površinu boja koju je u kolorigramu koristila M. J. u polaznoj točki procjene, te u ostalih pet točaka procjene.

Grafikon 1. Korištenje boja u pet točaka procjene za dijete M. J.



Na grafikonu 1. je vidljivo da je korišteno pet boja (zelena, crvena, ružičasta, žuta, smeđa). Djevojčica je u polaznoj točki procjene (bez glazbe) koristila zelenu i crvenu boju *(slika 10).* Površina zelene boje prevladava u polaznoj točki.

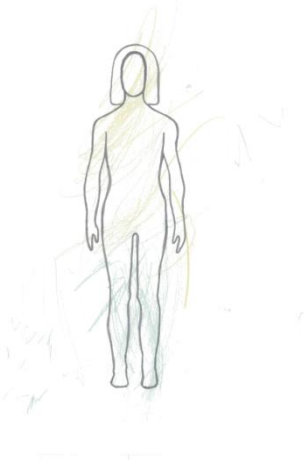
U prvoj točki procjene (uz glazbu), djevojčica je koristila dvije boje, ružičastu i žutu *(slika 11).* Tijekom druge točke procjene, koristila je zelenu i žutu boju *(slika 12)*, a u trećoj točki procjene crvenu *(slika 13)*. U četvrtoj točki procjene koristila je samo smeđu boju *(slika 14)*, dok u petoj točki procjene djevojčica je obojala kolorigram ružičastom bojom *(slika 15).*

Kolorigrami slike tijela - djevojčica M. J.

Slika 3. 0. polazna točka procjene

Slika 4. 1. točka procjene

Slika 5. 2. točka procjene



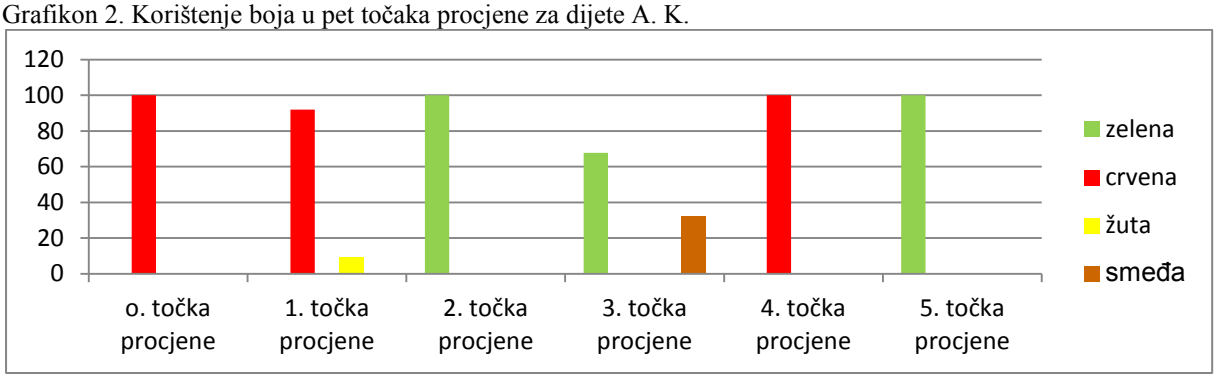
Slika 6. 3. točka procjene

Slika 7. 4. točka procjene

Slika 8. 5.točka procjene

Na grafikonu 2. su prikazane površine korištenih boja u polaznoj točki procjene (bez glazbe), kao i u preostalih pet točaka procjene uz glazbu. Ovaj prvi grafikon prikazuje površinu boja koje je u kolorigramu koristila A. K. u polaznoj točki procjene, te u ostalih pet točaka procjene.

Grafikon 2. Korištenje boja u pet točaka procjene za dijete A. K.



Djevojčica A. K. je koristila četiri boje tijekom procjenjivanja. Koristila je zelenu, crvenu, žutu i smeđu.

U polaznoj točki procjene (bez glazbe) koristila je samo crvenu boju *(slika 16)*, dok je u prvoj točki procjene (uz glazbu) koristila crvenu u kombinaciji s žutom bojom *(slika 17).* Tijekom druge točke procjene korištena je zelena boja *(slika 18)*, u trećoj kombinacija zelene i smeđe boje *(slika 19),* u četvrtoj crvena boja *(slika 20)*, a u petoj točki procjene djevojčica je ponovno obojila kolorigram jednom bojom, zelenom *(slika 21).*

Kolorigrami slike tijela- djevojčica A. K.

Slika 9. 0.polazna točka procjene

Slika 10. 1. točka procjene

Slika 11. 2. točka procjene

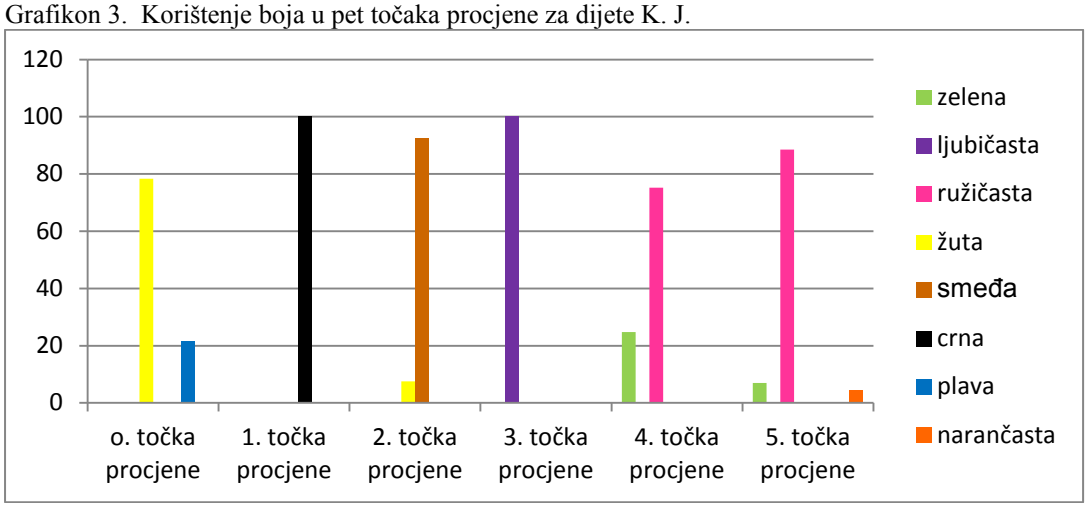
Slika 12. 3. točka procjene

Slika 13. 4. točka procjene

Slika 14. 5. točka procjene

Na grafikonu 3. su prikazane površine korištenih boja u polaznoj točki procjene (bez glazbe), kao i u preostalih pet točaka procjene uz glazbu. Ovaj prvi grafikon prikazuje površinu boja koje je u kolorigramu koristila K. J. u polaznoj točki procjene, te u ostalih pet točaka procjene.

Grafikon 3. Korištenje boja u pet točaka procjene za dijete K. J.



Djevojčica K. J. je koristila najveći izbor boja od djevojčica koje su sudjelovale u procjenjivanju. Koristila je zelenu, ljubičastu, ružičastu, smeđu, crnu, plavu i narančastu boju.

U polaznoj točki procjene koristila je žutu u kombinaciji s plavom bojom *(slika 22).* Tijekom prve točke procjene uz glazbu, djevojčica je koristila crnu boju *(slika 23).* U drugoj točki procjene koristila je smeđu i žutu boju *(slika 24),* u trećoj točki procjene kolorigram je obojila ljubičastom bojom *(slika 25),* u četvrtoj ružičastom u kombinaciji sa zelenom bojom *(slika 26).* U petoj točki procjene prevladava ružičasta boja, ali koristila je još i zelenu i narančastu boju *(slika 27).*

Kolorigrami slike tijela djevojčice K. J.

Slika 15. 0. polazna točka procjene

Slika 16. 1. točka procjene

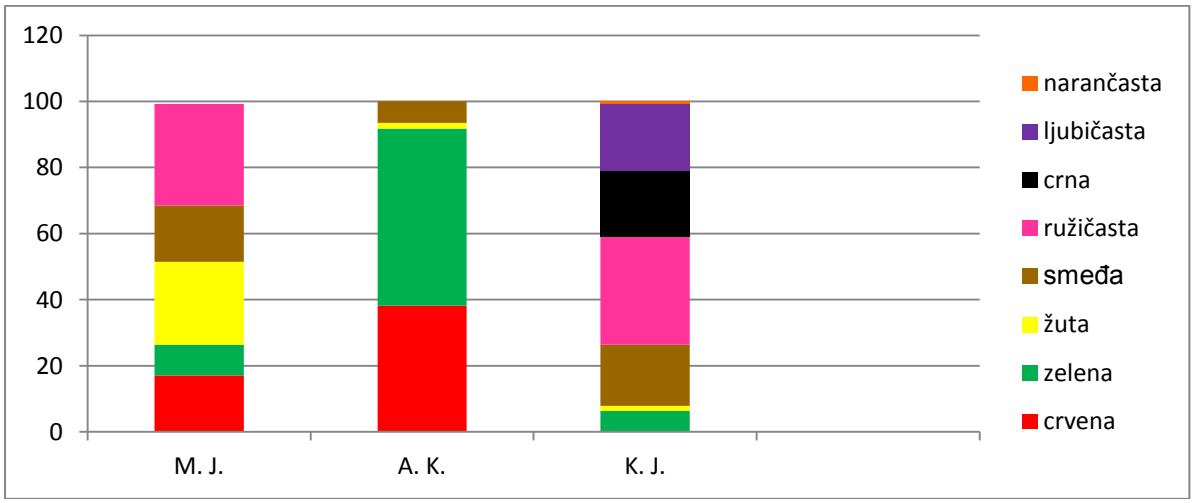
Slika 17. 2.točka procjene

Slika 18. 3. točka procjene

Slika 19. 4.točka procjene

Slika 20. 5. točka procjene

Na grafikon 4. može se očitati dominantnost pojedine boje kod sve tri djevojčice u pet točaka procjene uz glazbu.
Grafikon 4. Dominantnost pojedine boje na kolorigramu u pet točaka procjene



Na grafikonu 4. očitavamo da je djevojčica M. J. tijekom pet točaka procjene uz glazbu najviše koristila ružičastu boju, a zatim žutu, crvenu, smeđu i najmanje zelenu.
Dominantna boja u kolorigramima djevojčice A. K. tijekom pet točaka procjene je zelena, a nakon nje slijede crvena, smeđa i žuta boja.
Kod djevojčice K. J. u svih pet točaka procjene najviše dominira ružičasta (kao i kod djevojčice M. J.), a slijede ljubičasta, crna, smeđa, zelena, žuta i narančasta boja.

Tablica broj 1. prikazuje broj elemenata na slobodnom crtežu djevojčica u polaznoj točki procjene bez glazbe, te broj elemenata na slobodnim crtežima tijekom pet točaka procjene uz glazbu. Uz broj elemenata navedeni su nazivi pojedinog elementa. Svaka od djevojčica je opisala svoj crtež, te imenovala elemente crteža.

Tablica br. 1

Broj elemenata na slobodnom crtežu						
Djevojčice	*0. točka procjene*	*1. točka procjene*	*2. točka procjene*	*3. točka procjene*	*4. točka procjene*	*5. točka procjene*
M. J.	1 (medo)	2 (sunce, cvijeće)	2 (konj, cvijet)	3 (žaba, cvijeće, konj)	2 (slon, cvijeće)	3 (cvijet, drvo, tata)

A. K.	1 (teta)	2 (cvijet-visibaba, lišće)	1 (cvijet-visibaba)	3 (srce, konj, cvijet)	3 (jež, pas, lutka)	2 (jež, ograda)
K. J.	3 (cvijet, jabuka, miš)	4 (jabuka, cvijeće, gljiva, lopta)	4 (konj, riba, cura, cvijet)	3 (djevojčica, kruna, maca)	5 (šljiva, jabuka, miš, cvijet, pile)	3 (teta, gljiva, prozor)

Analizom slobodnih crteža tijekom svih pet točaka procjene javlja se ponavljanje nekih elemenata na slobodnom crtežu u više točaka procjene.

Tijekom terapijske seanse, koja je prethodila samoj opservaciji, izvođene su ritmičke vježbe, dramatizacije (životinja), opisivanje slika sa cvijećem, igra pamćenja i slično. Prema rezultatima, sve navedeno i odabrana glazba motivirali su djevojčice za crtanje pojedinog elementa na slobodnom crtežu.

Djevojčica M. J. kroz pet točaka procjene, u prvoj, drugoj, trećoj, četvrtoj i petoj točki crta element cvijeća, a u drugoj i trećoj ponavlja se element konja. Ostali elementi prikazani u tablici su elementi koji se ne ponavljaju, te se nalaze u pojedinoj točki procjene (medo – polazna točka procjene, sunce – druga točka procjene, žaba – treća točka procjene, slon – četvrta točka procjene, drvo, tata – peta točka procjene).

Djevojčica A. K. tijekom prve, druge i treće točke procjene crta element cvijeta, visibabu. U četvrtoj i petoj točki procjene dolazi do ponavljanja elementa ježa. Ostali elementi (teta- polazna točka procjene, lišće – prva točka procjene, konj, srce – treća točka procjene, pas, lutka- četvrta točka procjene i ograda –peta točka procjene) se ne ponavljaju.

Djevojčica K. J. u polaznoj točki procjene, prvoj, drugoj i četvrtoj točki procjene ponavlja element cvijeća. Tijekom polazne točke procjene, prve točke procjene i četvrte točke procjene ponavlja se element jabuke. Element miša javlja se u polaznoj procjene i četvrtoj točki procjene. U prvoj i petoj točki procjene djevojčica javlja se element gljive. Ostali elementi (lopta, konj, riba, cura, kruna, djevojčica, riba, maca, pile, teta, prozor) se ne ponavljaju.

A. K. je koristila 38.20% crvene boje i 53.53 % zelene boje *(graf 4).* Smatra se da zelena boja stvara osjećaj ugode, opuštanja, umanjuje stres i balansira emocije. To je vesela i opuštajuća boja koja potiče znatiželju.

Kod površine odabranih boja za kolorigram slike tijela djevojčice M. J., dominantna je ružičasta boja 30.75%, a zatim žuta 25.86% *(graf 4).* Smatra se da je ružičasta boja, boja dobre volje, emocionalnog iscjeljenja, smirivanja. Previše žute boje izaziva mentalnu napetost i osjećaj zasićenosti. Po svom značenju, žuta daje osjećaj svjetlosti i topline.

Kod djevojčice K. J. dominantne boje na kolorigramu slike tijela su ljubičasta 20% i crna boja 20 %, te ružičasta 32,74% *(graf 4).* Ljubičasta boja po svom psihološkom značenju je tužna, melankolična puna ozbiljnosti. Smatra se da crna boja predstavlja ozbiljnost, emotivnu hladnoću i neznanje. *(Paunović, 2004.)*

Crteži cvijeća u ispitanika

Poznato je da je razvijanje vizualne, ali i taktilno - kinestetske percepcije temelj za razvoj spoznajnog i emocionalnog doživljavanja tijekom rasta i razvoja u djeteta. Na slici 28, 29 i 30 prikazani su crteži cvijeća na osnovi slušanja glazbe *Valcer cvijeća* iz baleta "Orašar" Petra Iljiča Čajkovskog.

Slika 21. Crtež cvijeta djevojčice K. J. u 2. točki procjene

Slika 22. Crtež cvijeta djevojčice A. K. u 2. točki procjene

Slika 23. Crtež cvijeta djevojčice M. J. u 2. točki procjene

Razvoj psihomotornih karakteristika u djeteta sadrži psihičku (psihoemocionalnu, imaginativnu) i motornu komponentu. Tako i crteži cvijeća koje su učinili ispitanici mogu biti tumačeni na osnovi glazbenih i ritmičkih podražaja tijekom kojih je potaknuta unutarnja tzv. sinestetička osjetilnost u djeteta. Poznato je da se sinestezije tumače kao fenomen "osjetilnog prelijevanja". Ovi primjeri pokazuju nam učinak glazbe i boje u funkciji psihoemocionalnog razvoja i kompleksne rehabilitacije u djeteta.

ZAKLJUČAK

Na osnovu istraživanja utjecaja glazbeno – ritmičkih stimulacija na likovno izražavanje djece na području kolorigrama slike tijela i slobodnom crtežu, može se zaključiti da je glazba na različite načine bila pokretač psihoemocionalnog izražavanja kod djeteta (razine mišljenja, koncentracije, zaključivanja, raspoloženja…). Rezultati istraživanja prikazani na području kolorigrama i slobodnog crteža pokazuju sljedeće:

a) Odabir boja kod dvije djevojčice za bojanje matrice kolorigrama slike tijela bio je gotovo identičan. Koristile su zelenu, crvenu, smeđu i žutu boju, a jedna od njih dvije dodaje još i ružičastu u svoj odabrani spektar. Jedna od djevojčica imala je najveći izbor od sedam različitih boja. Glazbena stimulacija kod djece izazvala je promjene u koloritu, kojim su djevojčice izrazile svoje emocionalno stanje.

b) Primijenjeni tretman sa glazbenom stimulacijom utjecao je i na simboliku u slobodnom crtežu. Element cvijeća potaknut bogatstvom harmonije, ritmova i pokreta u baletnoj glazbi Orašar, javljao se u likovnom, dakle simboličkom izražavanju djece u vih pet točaka procjene. Na toj osnovi bio je vidljiv učinak glazbe i boja na promjene u psihomotornom i psihoemocionalnom izražavanju u djeteta.

Opservacija i istraživanje provedeni su u svjetlu inkluzije kao suvremene doktrine u kompleksnom području psihosocijalne rehabilitacije osoba s poteškoćama tijekom rasta i razvoja. Rezultati ovog istraživanja potiču daljnja promišljanja o mogućnosti sustavne primjene raznih komplementarnih metoda (ovisno o dijagnozi, kliničkoj slici i potrebama djeteta) u kompleksnim, edukacijskim i rehabilitacijskim postupcima.

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PREPARING ONESELF TO PASS THE ANATOMY EXAM: A CASE REPORT

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Abstract
Betty (the name is fictitious) entered the study of veterinary medicine in 2009 /2010. In 2010 she didn't pass two exams, so she was not able to register in a course the next semester. In January 2011 she visited a psychiatric clinic. A psychiatrist assessed her condition as a depressive conduct disorder (according to ICD-10 classification F92.0). She was prescribed Sertraline. She was consuming the Sertraline for about 2 months. In that period she passed one exam. In early December 2011, Betty visited the psychiatrist again. He prescribed her Bupropion. In mid-February 2012 Betty visited a clinical psychologist. She told him that she would like to take an exam in anatomy. Betty agreed that she would report daily via e-mail how much time she learned. The clinical psychologist responded to her message each time, rewarding her work with words. In case she didn't write the message, he was interested in her work. Each week he summarized the week's work in the form of a diagram. The result was the successful completion of the examination of the anatomy. In all this time Betty was receiving the Bupropion.

Keywords: to pass an exam, prevention of failure, a computer assisted feedback, e-mail, depressive conduct disorder

Betty (the name is fictitious) entered the study of veterinary medicine in 2009 /2010. In 2010 she didn't pass two exams, so she was not able to register in a course the next semester. In January 2011 she visited a psychiatric clinic. She said she could not learn. She didn't have the will and energy. She also noted that she was less social than before. She felt fear before the exam accompanied by physical symptoms as well (heart palpitations, trembling …). In the past she was an excellent student. A psychiatrist assessed her condition as a depressive conduct disorder (according to ICD- 10 classification F92.0). She was prescribed Sertraline 25 mg to be taken in the morning and after one week 50 mg to be taken in the morning. The Sertraline is an antidepressant of the selective serotonin reuptake inhibitor (SSRI) class. In September 2011 Betty visited the psychiatrist again although she would have had to come in December 2011. Her condition deteriorated significantly. She told that she had been taking the Sertraline for about 2 months and that she had passed one exam. She was extremely sleepy during the day and consequently less effective. The psychiatrist prescribed the Sertraline 25 mg to be taken in the evening and after 10 days 50 mg of the same medicine to be taken in the evening. In early December 2011 Betty visited the psychiatrist again. She told that she hadn't felt better since the last inspection. The psychiatrist switched from the Sertraline to Bupropion which affects a number of neurotransmitter systems. Patients who do not respond to treatment with SSRIs may benefit from the addition of Bupropion. The prescribed dose, which was150 mg of the medicine, was to be taken in the morning. In late December 2011 Betty was re-examined by the psychiatrist. She felt a little better, she had more energy and will, she slept better at night. She still had social fears and discomfort in each new situation. The psychiatrist prescribed the Bupropion 300 mg to be taken in the morning. (Betty was consuming the Bupropion until the end of June 2012. Later she didn't come to the psychiatric clinic anymore.)

In mid-February 2012 Betty visited a clinical psychologist. In an interview she told, inter alia, that she had finished the grammar school with honours. She had had a good memory - if she read the material once, she remembered it. She was interested in veterinary medicine. She loved animals, but for some time she couldn't prepare herself to go to the anatomy exam. It was difficult to begin to learn. When she overcame the initial barriers for learning, she was capable of continuous learning. For the examination at the anatomy she had 500 pages of notes. She never came through. Other students were studying for this exam for about a month for 8 hours per day. The examination at the anatomy will be held in June.

Problems that have been in connection with Betty were as follows:
1 She was depressed. The depression reduces cognitive performance.
2 She had problems to start learning.
3 Betty lived in a remote area. Contacts with the clinical psychologist would be frustrated.

Positive sides were:
1 Betty had great memory skills.
2 Once she started to learn she was able to keep learning.
3 It is possible to make a contact via the Internet.

The clinical psychologist envisioned the following objectives and working methods.

OBJECTIVES:
A. to begin to learn (at least 5 minutes per day)
B. learning becomes regular (daily, if possible)
C. finding interesting parts of material (which increases the interest, motivation for learning)
D. a reward for the effort (mini prizes: praise for her efforts in the course of learning, the final prize is the exam).

METHODS:
1. On Betty's side:
1.1 a daily report on learning (also in case she didn't learn)
- later (due to her move to an another apartment and a difficult access to the internet) modified to:
1.2 weekly report on learning (also in case she didn't learn).

2. On the clinical psychologist's side:
2.1 replying to her messages
2.2 in case of no report from Betty's side, an interest for her work
2.3 rewarding her work with words
2.4 weekly summary on her work (a number of hours of learning in a given week) in the form of a diagram
2.5 weekly summaries on her work (a number of hours of learning for more weeks) in diagrammatic form

The clinical psychologist agreed with Betty that she would communicate via e-mail about how much time she learned every day.

The clinical psychologist asks Betty for her e-mail address and in her presence writes an email:

Dear Betty,

in accordance with the agreement reached today, I am informing you that you will have the anatomy exam in June. I need to ask you to write every day in the evening, how much time you learned that day.

Sincerely,

(signature)

At the end of the day Betty didn't answer, so the next day the clinical psychologist wrote her an e-mail:

Dear Betty,

I am writing to you, because I don't know if you found any time to study the anatomy yesterday.

Sincerely,

(signature)

She replied that in the previous day she had not learned yet, but she would try that day. Later she informed that she was learning for 30 minutes.

The clinical psychologist wrote back that he was pleased with the successful approach to learning. "Keep going".

Betty didn't answer. So the clinical psychologist wrote:

Dear Betty,

I am addressing you, because I do not know whether you might have found any time to learn yesterday. Today is a Saturday, but I hope you will have 5 minutes for the study.

The next day Betty replied that she hadn't had much time. Nevertheless, she had taken the proposal in consideration and found 5 minutes for a quick preview. If, in the future, there would be a day she wouldn't learn, she would from then on also convey that. That day she learned for about 15 minutes.

The clinical psychologist thanked her for the comprehensive answer. He stated that considering the fact, that the exam is not in near future, now is not so much important how much time she learns each day (whether it's five minutes or one hour). Now, the most important thing is that she learns each day (even if this is only for five minutes). This is a similar process as if someone works on running. At the beginning there is an exchange of walking and short intervals of running. Subsequently, with a regular practice, however, someone increases the strength, endurance and speed, so that the one is able to run for an hour or two without any effort.

After this e-mail Betty was regularly informing about how much time she had learned, as well as if she had not learn.

After the first week the clinical psychologist prepared the report and noted that that week she had learned a total of 95 minutes, in average 13.5 minutes per day. He sent her a diagram of her learning during the day.

The correspondence between the two continued. In the second week Betty was learning for 95 minutes, but managed to learn one day more than in the previous week, i.e. 5 days.

On March 3rd the clinical psychologist wrote that he hoped that Betty found some satisfaction in learning.

Betty replied that satisfaction depended on the day and the mood. Sometimes it was interesting to learn, sometimes not at all. At the same time she wrote that the on the last day she learned for one hour.

In the reply the clinical psychologist wrote, that she achieved a record as far as the amount of learning hours in one day is concerned. At the same time she achieved the record in a continuous learning, as she had been learning for four consecutive days.

Betty then announced that she would write more rarely, because she moved into an apartment and does not have an access to the Internet.

At the beginning of the fourth week of learning Betty wrote, that she had a feeling that she had learned too little time. She would try to learn every day at the same hour and every day for five minutes more.

The clinical psychologist wrote her back, that the learning at the same hour is a good idea. At the same time he announced that the amount of her learning hours increased. In the third week of learning she was learning in average for 20 minutes a day. He sent her the diagram of her learning.

At the end of the fourth week of learning the clinical psychologist wrote, that he was pleased that Betty was able to learn continuously. He considered that that was the right way - not only in terms of the exam, but also the profession she will obtain afterwards.

Betty then weekly conveyed how much time she learned in the individual days. Often she learned for one hour or more.

The clinical psychologist replied that he saw, that in the meantime she was trying hard. He also wrote that it would be good, if she succeeded to get through the half of the material until the end of April.
Betty answered that it seemed it would be good to get through all the material until the end of April and later only to repeat and to seek answers to any uncertainties. To reach this goal, one hour a day would not be enough, but it would be required at least 4 hours a day. Therefore, she had been learning for 3 hours in the previous day.
The clinical psychologist replied that he thought that 3-4 hours were a lot considering, that by the end of April it would not be necessary to get through all the material. However, the ability of how much she could study per day depended on her, as well as on aspirations. Some of the students are satisfied with the grade D while for the others the grade A is not enough. The clinical psychologist asked her how much of the material she had gone through by that time. He made an evaluation of 20%.

Betty replied that she would have been satisfied already, if she had passed the exam. In the month and a half she got through about 25% of the lectures.

The clinical psychologist sent her the diagram of her learning from February 2nd to March 31st, 2012.

Betty reacted in the following way. She made a plan of how much material she would learn in a given day. She would study 3 hours a day. On Saturdays and Sundays she would not study, except in the case that during the week she would learn less than expected. Betty was convinced that she would get through all the material until the beginning of May. Then she would register for the exam in the case that her knowledge was solid. She discovered that the material was interesting and she was looking forward to learning. She noticed that she didn't send data for March 28th. On that day she didn't study, but read a book about the art of learning, which she had found in the library.

The clinical psychologist wrote back that he considered her plans promising. The good thing was that she found material interesting. He was glad that she took Saturdays and Sundays free. He also expressed the hope that the exam might have been taken in the month of May.

At the end of April the clinical psychologist wrote that she should register for the exam in May, although she had gone through 75% of the material.

Betty didn't reply for almost 14 days, so the clinical psychologist wrote her an e-mail. He said that for quite some time she hadn't answered. He asked her how the learning had been going on. He expressed the hope, that she had managed to learn for at least 10 minutes a day, and he hoped that she had gone through 50% of the material.

Betty replied that she hadn't even realised that it had been so long. She sent the information about the learning for individual days. There was still 20% of the material left unlearned. She would study the rest in the following week. She would register for the exam only in the case that she got through all the material. In the case she didn't pass the exam, she would know how much knowledge she still had to reach and in which areas.

The clinical psychologist wrote back that he was pleased, because so many materials had been processed. He encouraged her to prepare herself for the exam in May. He sent her learning charts.

On May 21st Betty sent the message that she had gone through all the learning material and that she would register for the exam. She also sent information about learning in the previous week. She was able to learn for 3-4 hours per day.

The clinical psychologist replied that he was pleased, because she had managed to get through all the material. He hoped she would pass the exam and wished her all the best.

Betty sent him information about learning in the previous week. She was able to learn 6 hours per day. She hoped that she would pass the exam. In the last two weeks she found the material much more interesting.

The clinical psychologist replied that the information about learning was impressive. He thought that more important was the fact that she had the joy for the study. He hoped that she would soon send a notice about success.

After 2 weeks the clinical psychologist wrote her an e-mail, because he didn't know what had happened with the exam.

Betty wrote back. She apologized, because she hadn't replied earlier. She had successfully passed the exam and got the grade B. She also thanked for all his help, because without those incentives she would have certainly not succeeded.

The clinical psychologist replied that he was pleased, because she had passed the exam then and there. He considered that she had received a nice grade. He also said that the majority of work had been hers, as she spent a lot of time and effort for the learning. He congratulated her for a nice achievement.

☒Betty was later no longer in the contact with the clinical psychologist or with the psychiatrist.

Conclusion

In three months and a half Betty managed to learn all the materials and passed the exam. During that time she successfully overcame the initial resistance to learning and gradually increased the amount of learning hours. She was also capable to learn regularly. She was gradually getting to know interesting sides of the materials and gained the joy of learning. The external motivation was gradually substituted with the internal one. Her efforts were rewarded with the solid knowledge and passing the exam.

STANDARDISATION ERGONOMIC MEASURE IN CLINICAL ENVIRONMENT

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Abstract
Introduction: The purpose of this was to analyse hospital work environment and its impact on absence from work due to back pain. In included an analysis which factors contribute to back pain and of the extent ergonomic assistive devices reduce awkward working body postures at work and help to overcome physical burden.
Research Methodology**:** The study was conducted were used to collect data on low back and neck pain and involved visual observation body posture during work by using OWAS metod. We evaluated physical barriers in hospital which impede nursing care provision and developed standards for nursing interventions by using ergonomic assistive devices which have been in use rarely or not at all.
Results: Results have shown that 19 years of work and more, frequent manuel lifting above 10 kg of weighting and avoidance of preventive exercises to strenghten back represent significant factors for back pain. Acording to observation(by OWAS method)of 15 awkward body postures, use of ergonomic assistive devices contributed to overall avarage descrease by 12,9 percentage points, from 20,6% to 7,7%. It was also found that nursing staff in hospital departments with more frequent use of ergonomic assistive devices reported signifacanty less back problems.
Conclusion: Our research indicated that safe working enviroment use of ergonomic assistive devices signifcantly reduces awkward working body postures and biomehanical strain on nurses spine in nursing care provision. We also found that ergonomic assistive devices, if available, are frequently used. A common assumption that nurses avoid use of ergonomic assistive devices was not confrimed and may only serve as a shallow argument in postpone the realisation of ergonomic program.

Keywords: nursing care, ergonomic principles, back pain,working environment , Owas metod

UVOD

Zdravstveni djelatnici u zdravstvenoj njezi su već duže vremena identificirani kao rizična skupinu radnika za ozljede kralježnice (Engkvist et al., 1998, Hoogendoorn et al., 1999, Goldman et al., 2000). Rad u zdravstvenoj njezi zahtijeva stalnu fleksiju i ekstenziju tijela te dizanje i rukovanje sa teretom (Cromie et al, 2000;.. Elford et al, 2000; Hui et al, 2001.). Aktivnosti vezane uz podizanje i premještanje bolesnika predstavljaju za medicinsku sestru najveće fizičko opterećenje i po niihovom mišljenju su najčešće povezani sa različitim ozljedama (Marras et al., 1999 Retsas, Pinikahaba, 2000). Smanjenje učestalosti pojave mišićno-koštanih obolenja predstavljaju danas u mnogim zanimanjima, jedan od središnjih ciljeva, kako u razvijenim zemljama, što uključuje i Sloveniju, kao zemljama u razvoju (kopča, Devereux, 1999 Jafry, O'Neill, 2000). Prema međunarodnim procjenama, 40% svih troškova liječenja ozljeda na radu je povezanih sa mišićno-koštanim sustavom (Takala, 1999). Unutar poremećaja mišićno-koštanog sustava je bol u kralježnici daleko najčešća komplikacija i zahtjeva najskuplje liječenje (Whiting, Zernicke, 2008.) Neke europske zemlje, procjenjuju troškove povezane sa liječenjem bolova u kralježnici, u visini od jedan posto bruto domaćeg proizvoda (van Tulder et al, 1995;. Hansson Hansson, 2005). Veliki broj istraživanja potvrđuju da su mišićno -koštane bolesti posljedica izloženosti mehaničkim čimbenicima (Turk , 2005). Također, istraživanja su pokazala da smanjenje biomehaničkih rizika po sebi nije dovoljno za otklanjanje poremećaja mišićno – koštanih bolesti već je neophodno da pogledate i pojavu stresa na poslu ili psihosocijalne faktore(Burton et al . , 1997 , Kerr et al. , 2001) . Istraživanja su potvrdila, da indeks tjelesne mase (BMI) kod zdravstvenih djelatnika ili pretilost može biti faktor rizika , ali bez jasnih rezultata , budući da se pokazalo da čak i nizak indeks tjelesne mase predstavlja rizik (Kerr i sur . , 2001 , Smedley et al . , 2003) . Starija istraživanja potvrđuju potrošnju cigareta i alkohola kao rizika (Kelsey i sur , 1984; . . Bigos et al , 1986; . Heliövaara et al , 1987) . Autori Ferguson , Marras (1997) i Rubin (2007) sumiraju faktore rizika za razvoj kroničnih bolova kralježnice u starosti , ženskog spola , sa nižim životnim standardom, nižeg obrazovanja, viši indeks tjelesne mase, pušenje, slabije zdravlje, fizički napor, ponavljajući pokreti, neuobičajeni položaji, nezadovoljstvo radom, depresija, struktura kralježnice i pojedine anomalije. Ako se problem sa kralježnicom odvoji posebno za lumbalnu regiju i vratni dio kralježnice pokazuje da životna prevalencija procjenjuje početak boli isto, između 60% i 80% (Mäkelä et al., 1991, Croft et al., 1997). Prognostički studije o fenomenu boli vratne kralježnice su rjeđi i čimbenici manje istraživani (Borghouts et al., 1999). On je napomenuo da je bol od vratne kralježnice često popraćen glavoboljom i širi se na gornje udove (Coté et al., 2000). Troškovi liječenja su procijenjeni u posljednjih nekoliko godina manji od komplikacija lumbalne kralježnice (Borghouts et al., 1999.)Pregled literature je pokazao, da se znanost uglavnom bavi sa boli u križnom djelu kralježnice , gdje financijski aspekt sigurno utječe na smjer istraživanja.

CILJ

Cilj istraživanja je predstavljao usporedbu poznatih čimbenika rizika za pojavu bolova u kralježnici u radu osoblje za njegu bolesnika u bolnici, i utvrditi je li, među tim faktorima, postoji statistički značajna razlika između pojave bolova u vratu ili križima.

METODE, PPRIKUPLJANJE I OBRADA PODATAKA

Podaci u istraživanju su prikupljeni strukturiranim upitnikom. Strukturirani upitnik je sadržavao pitanja o bolovima ukralježnici , u povezanosti sa radnim okruženjem, ukupno 40 pitanja zatvorenog ili otvorenog tip. Po sklopovima je upitnik sadržavao: 10 pitanja o radnim opterećenjima, 15 pitanja o povijesti problema sa kralježnicom, 4 pitanja rekreativnih i sportskih aktivnosti i 11 pitanja o osobnom mišljenju o radnom okruženju. Dodatna pitanja su demografske prirode i uključuju: spol, dob, obrazovanje, visinu, težinu, zanimanje, ukupan radni staž i staža u sadašnjem poslu. Za oblik upitnika o boli u kralježnici, koristili smo pitanja iz pojedinih referentnih upitnicika koji su često uključeni u različitim studijama bolova u kralježnici (Ando et al, 2000;. Fairbank, Pynsent, 2000; Davidson, Keating, 2002; Trinkoff et al. 2003;. Bot et al, 2004). U upitnik smo dodali čimbenike koji su često viđeni kao pozitivni ili negativni čimbenici na pojavu bolova u leđima, kao što su preventivne vježbe za kralježnicu, bavljenje sa sportom ili rekreacijom, gledanje televizije, i indeks tjelesne mase (Maher et al., 1999 Trinkoff et al, 2003;.. Rainville et al, 2004 Burton et al, 2005;. Shehab, al-Jarallah 2005). Indeks tjelesne mase izračunat je kao omjer težine u kilogramima i kvadrata visine u metrima. Prekomjernu tjelesnu težinu je određivala vrijednost od 25 kg/m2 ili više (Svjetska zdravstvena organizacija, 2006).
Podataka putem strukturiranih upitnika prikupljeni su u 2012 i 2013 godini . Postupak je bio proveden tako da su upitnike podijelile glavne medicinske sestre odjela među medicinske sestre na svim odjelima UKC Maribor. Svi sudionici su bili informirani o dobrovoljnom sudjelovanju, a u slučaju sumnje, glavna medicinska sestra odjela nudila je pomoć istraživačima koji su zatražiti dodatno objašnjenje. Ispunjene upitnike smo primili poštom.
Statistička analiza je u prvoj fazi obuhvaćala opis uzorka, koji je bio predstavljen sa učestalošću i distribucijom prosječne vrijednosti i standardne devijacije za dob ispitanika. Brojni faktori, kao što su bili: dob, radni staž, radni staž na sadašnjem radnom mjestu i gledanje TV se pretvaraju u kategorički čimbenik sa dva razreda na temelju medijana vrijednosti. Također ovisni čimbenici o bolovima u leđima se pretvaraju u dvije klase na temelju učestalosti potraživanja. Nakon transformacije zavisnih i nezavisnih faktora, imali smo multivarijatne logističke regresije, gdje smo za svaki čimbenik izračunali hi-kvadrat ($\chi 2$), 95% interval pouzdanosti (CI) za izglede i p-vrijednost. Statistička analiza je bila napravljena sa SPSS 18,0. P-vrijednosti <0.05 je određivala statističku značajnost.

ETIČKA NAČELA

Sudionici u kvantitativnoj analizi koji su ispunjavali strukturirani upitnik smo informirali o namjeri istraživanja. Svaki upitnik je popraćen sa detaljnim objašnjenjem. Sudjelovanje je bilo dobrovoljno i anonimno, iako imenovanje odjela u Sveučilišnom medicinskom centru Maribora, a time i manji uzorak anonimnosti se je donekle smanjio, još uvijek nije bilo moguće istaknuti pojedince. Pitanja su bila vrlo općenita, ne dira privatni život ili emocionalne i intimne živote sudionika. Dopuštenje za istraživanje u UKC Maribor je izdano od strane Znanstvenog vijeća za njegu bolesnika.

UZORAK

U kvantitativno istraživanje je bilo uključeno osoblje za njegu bolesnika na odjelima UKC Maribor: medicinske sestre, i zdravstveni tehničari. Na početku istraživanja smo distribuirali 900 upitnika , od kojih smo primili 661 upitnike , a valjanih je bilo 575 upitnika. Stopa odgovora ispitanika bila je 63,9%. Strukturi spola uključuje 84,5% žena i 15,5% muškaraca, dobna struktura bila je 37,5 ± 8,9 godina. Detaljni opisi uzorka prikazani su u Tablici 1.

Tablica 1: Opis uzorka

	n=575	%
Spol		
muški	89	15,5
ženski	486	84,5
Obrazovanje		
diplomirana medicinska sestra/ diplomirani zdravstvenik	215	37,4
zdravstveni tehničar	360	62,6
	PV±SO	interval
Starost u godinama	37,5±8,9	20-60

PV: prosječna vrednost, SO: standardni odklon

REZULTATI

Rezultati pokazuju da su ispitanici u velikoj većini izrazili učestalost boli u križima. Tablica 2 pokazuje da je 90,3% osoblja za njegu bolesnika već osjetilo bol u gotovo 80%više puta, problemi nisu naznačili samo u 9,7%. Kako bi se olakšala analiza utjecaja boli na postojećim rezultatima su spojene dvije skupine ili klase, grupe rijetke pojave i skupine česte pojave boli. Ispitanici su također izrazili u većini slučajeva pojavu bolova u vratnoj kralježnici (tablica 2). Rezultati pokazuju da je 79,8% od osoblje za njegu bolesnika već osjetilo bol, oko 65% više puta, bez problema bilo je 20,2%.Učestalost je nešto niža od rezultata boli u križima. Kako bi se olakšalo analizu utjecaja na bol imamo postojeće rezultate u istom obliku kao što je bol u križima kombinaciji u dvije skupine, skupine rijetke pojave i skupine česte pojave boli.

Tablica 2: Pojava boli u ledvenem i vratnem predjelu kralježnice kod zdravstvenih djelatnika u bolnici

učestalost pojave	Lumbalna kralježnica				Vratna kralježnica			
	n	%	ujedinenje	%	n	%	ujedinenje	%
nikad	56	9,7	Nikad ili rjedko	21,0	116	20,2	Nikad ili rjedko	34,1
1x	30	5,2			39	6,8		
2x	35	6,1			41	7,1		
Više puta	454	79,0	često	79,0	379	65,9	često	65,9

U 127 slučajeva, subjekti su pokazali česte bolove u križima ili samo često bol u vratnoj kralježnici. Slučajevi (n = 353), koji su također spomenuti dvije vrste boli su isključeni iz daljnje analize. Također smo isključeni slučajevi u kojima je bol bila navedena kao nikad ili rijetko (n = 95). Česti bolovi u lumbalnom dijelu kralježnice spominje u 101 slučajeva, česta bol u kralježnici bušenih u 26 slučajeva. Tablica 3 prikazuje usporedbu koliko je pojedini čimbenici pozitivno ili negativno utjecati na pojavu nekih vrsta bolova u leđima

Rezultati pokazuju da niti jedan od izmjerenih čimbenika nije pokazao statistički značajan utjecaj na jednu ili drugu vrstu bolova u leđima. Ako uzmemo u obzir moć ($\chi 2$) pojedini čimbenici onda naši rezultati naglašavaju, da se trenutno bavljenje rekreacijom ili sportom smanjuje rizik od bolova u lumbalnom dijelu kralježnice u odnosu na bol u vratnoj kralježnici, sjedeći gledanje TV za 2 sata ili više, a BMI $\geq$ 25, rizik raste . Liječenje pacijenata IV. kategorije prema očekivanju 3,25 sa najvećim rizikom za pojavu boli u križima, ali je snaga tog faktora, zbog nižih posto unose liječenju bolesnika IV. kategorije (3,9% i 11,9%) manja.

Tabela 3: Utjecaj čimbenika rizika i preventive za pojavu boli u kralježnici kod zdravstvenih djelatnika

Čimbenik	Bolečina v hrbtenici (%)		χ^2	obet	95 % IZ za obet	p
	vratna (n=26)	ledvena (n=101)				
Starost 40 god. ili više	46,2	34,7	0,23	1,91	(0,13 – 27,40)	0,632
Ženski spol	84,6	78,2	0,00	0,99	(0,26 – 3,75)	0,984
Cjelokupan radni staž 20 god.ili više	46,2	32,7	0,28	0,48	(0,03 – 7,16)	0,598
Radni staž na sadašnjem radnom mjestu 15 god.ili više	50,0	36,6	1,04	0,49	(0,12 – 1,93)	0,307
Obravnava pacienata IV. kategorije	3,8	11,9	1,08	3,25	(0,35 – 29,97)	0,298
Više puta dnevno ručno dizanje in premeščanje tereta iznad 10 kg mase	46,2	58,4	0,19	1,24	(0,46 – 3,36)	0,666
Samostojno dizanje in premeščanje tereta	15,4	14,9	0,25	1,42	(0,36 – 5,56)	0,615
dizanje in premeščanje tereta sa pomagalima	11,5	7,9	0,00	1,06	(0,19 – 5,89)	0,945
Pomoč dvižnog kreveta kod njege ležečega pacienta	34,6	26,7	0,56	0,68	(0,24 – 1,88)	0,453
Rad sa računalom 2 sata ili više	26,9	27,7	0,01	0,96	(0,31 – 2,93)	0,938
Izvađanje preventivnih vježbi za kralježnicu	42,3	41,6	0,49	1,46	(0,51 – 4,17)	0,485
Bavljenje sa rekreacijom i sportom u mladosti	46,2	54,5	0,33	1,35	(0,49 – 3,72)	0,565
Bavljenje sa rekreacijom i sportom u sedašnjosti	34,6	24,8	1,81	0,46	(0,15 – 1,43)	0,178
Dnevno gledanje TV 2 sata ili više	42,3	56,4	1,49	1,82	(0,70 – 4,73)	0,222
ITM $\geq$ 25	19,2	33,7	1,69	2,21	(0,67 – 7,31)	0,194

regresijski model: χ^2=10.831, df=15, p=0,764
IZ: interval povjerenja ,

RASPRAVA

U prvoj fazi, rezultati našeg istraživanja pokazuju da je problem bolova u leđima kod zdravstvenih djelatnika u bolnici gori, s gotovo 80% ispitanika pokazuje česte bolove u lumbalnom dijelu kralježnice, a više od 65% česte bolove u vratnoj kralježnici. Oba rezultata su usporediva sa straneliterature , što ukazuje na učestale probleme s bolovima u lumbalnom ili vratne kralježnice između 60-80%, te ističe skrb za osoblje kao jedan od najopasnijih radnih skupina za pojavu bolova u leđima (Buerhaus et al, 2000;. Royal College Njega, 2009). Bolovi u vratnoj kralježnici su se pokazli nešto manji kao problem u odnosu na bol u lumbalnom dijelu kralježnice, jer, na primjer., 20,2% ispitanika navodi da bol još nikada nije osjetio. U slučaju bolova u križima, ovaj podatak je samo 9,7%. Čimbenici koji su identificirani u literaturi šta utječe na bolove u kralježnici su uključeni u analizu, gdje smo željeli utvrditi jeli ti čimbenici predstavljaju veći rizik od bolova u križima ili obratno povećan rizik od bolova u vratnoj kralježnici. Za taj pristup smo se odlučili jer su slične usporedbe u literaturi nismo našli. Rezultati naše analize nisu pokazale faktor koji je statistički značajan za predviđanje određene vrste boli. Drugim riječima, to znači da sa analiziranim čimbenicima nismo pronašli nikakve faktore koji bi mogli značiti povećani rizik od bolova u lumbalnom ili jednostavno samo u vratnom djelu kralježnice. Prikazali smo određene tendencije koje će dovesti do većeg uzorka i do statističke signifikantnosti, što smo istaknuli u poglavlju o ograničenjima istraživanja. Snažno izražena čimbenici u statističkoj analizi koji su bili prisutni se bave sa rekreacijom i sportom, dnevno gledajući televiziju 2 sata ili više, a BMI $\geq$ 25 Na temelju literature, što je bol u lumbalnom dijelu kralježnice naveo kao jedan od glavnih zdravstvenih problema (Borghouts et al. 1999 wenig et al., 2009), naši rezultati za sprječavanje zdravstvenih dejaltnika osoblje u bolnici indikativno preporučuju više rekreacije i sporta, manje TV i normalan BMI. U literaturi, gore spomenuta tri faktora igraju samo sporednu ulogu, kao središnji problem bolova u leđima kod zdravstvenih djelatnika i kao priručnik za podizanje i rukovanje teretima i prisiljeni fizičku lokaciju (Zhuang et al, 1999, Elford et al, 2000;.. Trinkoff et al. 2003). To znači da je prvom stupnju treba izbjegavati ovaj zadatak, a zatim se usredotočiti na one sekundarne čimbenike. Analiza je obuhvatila faktor ponavljanja i svakodnevnog podizanja i ručnog rukovanja s teretima preko 10 kg težine, koje je pokazao vezu s boli u oko 50%, ali ne predstavlja isključivo povećan rizik od bolova u križima. Rezultat je bio u suprotnosti s našim očekivanjima, jer je ručno dizanje i rukovanje teretom u literaturi više izloženo problemu boli u križima (Zhuang et al., 1999 zatopljenje i sur., 2009.) Istraživanja su pokazala da se u mnogim bolnicama diljem svijeta susreču sa sličnim problemima kao u Sloveniji, u suradnji s neadekvatnim normama osoblja i stresa na poslu (špica na poslu, fizičke i mentalne deformacije, itd..) koji uzrokuju bol i ozljede zdravstvernih djelatnika (Hollingdale, Warin , 1997; Aiken sur 2001;. Smedley et al, 2003;.. Videman et al, 2005). Iz praktičnih razloga, ograničili smo studiju na UKC Maribor, a mi vjerujemo da je odabrani uzorak ekvivalent model u međunarodnim anketama jer UKC Maribor pokriva sve vrste medicinske skrbi i liječenju bolesti. Tako smo u istraživanje uključili sve ili dodjele koje opredjeljuje međunarodna medicina. Veće ograničenja u istraživanju je predstavljao mali unos uzorka navedene boli u vratnoj kralježnici, od samo 27 (4,7%) od 575 ispitanika navađaju često bol u vratnoj kralježnici, a bez istodobnog indikaciju prisutnosti boli u križima. Manja veličina uzorka je uzrokovala da nisu očekivani rezultati pokazali statistički značajne učinke različitih čimbenika na jednu ili drugu vrstu bolova u leđima.

PREDLOZI I BUDUĆA ISTRAŽIVANJA

Rezultati našeg istraživanja ne pokazuju jasne kritičke ili preventivne faktore za razliku između vrste bolova u leđima. Za daljnja istraživanja bilo bi potrebno provesti detaljniju analizu zadataka koji bi tada otkrila određene rizike za jednu ili drugu vrstu bolova u leđima.

ZAKLJUČAK

Naše istraživanje je potvrdilo veliki zdravstveni problem kod zdravstvenih djelatnika u bolnici zbog bolova u leđima. Usporedba bola u lumbalnom i vratnom djelu kralježnice nije otkrio očite razlike između izmjerenih čimbenika. Pokazalo se, da glavni problem za pojavu bolova predstavlja svakodnevno podizanje ili rukovanje velikim teretom , ali to je jednako rizično za pojavu bolova u lumbalnom i vratnom djelu kralježnice. Rezultati nadalje pokazuju da korištenje ergonomskih pomagala predstavljaju smanjen rizik od bolova u kralježnici, ali je pomagala u kliničkoj praksi nedovoljno. Preventivni čimbenici također nisu pokazali jasnu sliku, iako se načela prevencije u obliku rekreacije i sporta pripšoručuje , ali često se sa time počinje kada je problem već odavno prisutan. S obzirom na BMI je svakako poželjno da u granicama normale u našim rezultatima pretila ukazuju na veću vjerojatnost pojave bolova u lumbalnom dijelu kralježnice. Pitanje opterećenja za zdravstvene djelatnike je veliki izazov za budućnost, potrebno je pronaći rješenja sa odgovarajućim kadrovskim normativima, korištenje tehničkih uređaja i uklanjanje i sprječavanje arhitektonskih barijera.

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INTEGRATIVE MEDICINE AND LOW BACK PAIN

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Abstract
Low back pain (LBP) is a typical example of interdisciplinary disease, which covers a broad range of different medical and social perspectives on health. Low back pain with its incidence of around 87%, prevalence of approximately 60% and chronicity of about 20%, represents a socio-medical problem worldwide. The costs of treating degenerative rheumatism far exceed even cardiovascular disease. Incident of back pain attack costs society about 3,500 USD, and surgery including hospitalization and rehabilitation about 150,000 USD. Treatment of low back pain is multidisciplinary and mostly includes medical interventions, both in the field of orthopedics, physiatry, physiotherapy and also so-called alternative or complementary medicine. In a survey, which was conducted in the year 2008, we found that 40% of our patients who came to medical rehabilitation, were using one or more forms of complementary medicine, particularly in the form of acupuncture, manual medicine, homeopathy, and other forms known in Slovenia as "alternativna medicina". It is known worldwide by other names such as "integrative medicine", "holistic medicine", or "Ganzheitsmedizin." It represents a link between complementary and orthodox medical school medicine. It includes preventive, curative, and rehabilitative procedures at all levels of health care, both primary, secondary and tertiary. In recent times, the need of integrative medicine is also being confirmed in the field of nursing. Around the world clinics for Integrative Medicine are setting up (e.g. Maryland, Harvard, Mayo Clinic, Yale, Duke, Charite Berlin etc.). Services are provided by large financial support - Maryland 25.6 million USD. They are exploring complementary medicine in the following forms: acupuncture, manual medicine, homeopathy and "body & mind medicine."
Acupuncture is used primarily as a pain relief therapy based on an increased level of enkephalins and endorphins associated with traditional Chinese medicine. **Manual medicine** has already been part of the school of medicine, however the method in form of chiropractic is still not conclusive. **Homeopathy** is a recognized method and despite

incidents it will be accepted in Slovenia. All methods are mainly used as pain relief therapy. On the other hand, "Body & mind medicine" represents a set of psychophysical methods, which influence the psyche, in particular person's soul, and are used for the treatment of stress and other psychosomatic diseases. They include yoga, meditation, Tai Chi, Qi-Gong, etc. These oriental methods that are primarily governing psychosomatics are associated with a specific physical activity. In addition, all of them also reduce pain and are used in the treatment of acute and chronic low back pain. Within complementary - alternative therapies there also appeared undefined energy therapy techniques as well as some other forms of pain relief methods that do not have professional adherence with the institutes of integrative medicine of well-known medical colleges around the world.

Conclusion

Given the fact that about half of the world population is using various methods of complementary and alternative medicine; that it is spent more than 100 billion USD on complementary medicine in the U.S. alone, it is necessary to find scientific evidence for their success, and to introduce the particular method to the modern health care system.

Anyhow, the pain remains one thing that brings patient to the state when they no longer think about the reality of their actions, but are just looking for the easiest way to relieve its unpleasant feeling. It is necessary to eliminate the reasons that lead people to alternative forms of treatment within the school of medicine. Integrative medicine, connecting scientific orthodox medicine with complementary forms and verifying their usefulness at the same time, will most likely be adopted in the future in the organization of health services.

Keywords: integrative medicine, complementary medicine, holistic medicine

COMPREHENSIVE APPROACH TO OLD TRAVELERS AND TRAVELERS WITH CHRONIC DISEASES

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Abstract

Traveling to distant and exotic destination has become wildly accessible and each year many old people and persons with chronic diseases travel around the world. For this frail group of travelers, long journeys present a risk for getting endemic and other infections at the destination site or for exacerbation of chronic diseases. For a successful and joyful trip a good pre-travel preparations and planning are needed for this group of patients. At the latest 4-6 weeks before traveling, a visit at the doctor's office is needed with a detailed consideration of travel destination, duration, itinerary, planned activities such as trekking, scuba diving etc., while at the same time considering local medical care possibilities and proper medical insurance. Travelers must get appropriate travel vaccinations and medical prophylaxis according to the travel destination. Older patients should avoid excessive physical exercises and stress during the travel; proper hygiene measures must be taken into account, as well. Persons with chronic diseases must take a sufficient quantity of their medications on the trip, including a short written summary of their clinical conditions. In case of diseases while traveling, a visit to a local medical care may be needed. Since rare or very contagious diseases can be imported from a journey, a visit to the Travelers Clinic or Infectious diseases clinic may be needed in case of diseases after returning home. Traveling can be beneficial for old people or people with chronic diseases, therefore tourist workers must be well informed about local risk and medical services at the destination sites. At the same time, medical experts must also inform travelers to our country about the risk for endemic infections, such as tick- borne encephalitis, hanta viral infections and leptospirosis.

Keywords: traveling, elderly, chronic disease, measures, infections

VEGETARIANISM AND MACROBIOTICS IN CHILDREN, YES OR NO?

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Abstract
A well balanced diet is essential for the growth and development of children. Vegetarian diets for children require much more nutritional knowledge and planning, than planning the diet for children who are omnivores. The younger the child is the greater is the risk of serious and permanent consequences, which can be reflected in slower growth, delayed development, lower bone density, and anemia. The biggest problem is inadequate energy intake, lower intake of protein, calcium, zinc, vitamins B12 and D. Vegetarianism is a very broad category consisting of diets with varying degree of animal product consumption. This distinction is important because the more strictly vegetarianism is followed, the more difficult it becomes to guarantee an adequate diet for growing infants and children. Thus, a vegetarian and macrobiotic diet as well as a variety of self-initiated diets are appropriate only if the caregivers of children are well educated regarding these types of diets. It is the position of the American Dietetic Association and the American Academy of Pediatrics that appropriately planned vegetarian diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. The opinion is that well planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence. In Europe, European society for pediatric gastroenterology, hepatology and nutrition (ESPGHAN) recommends that infants and young children who are receiving a vegeterian diet should receive a sufficient amount (~500 mL/ day) of milk (breast milk or formula) and dairy products.Vegan diet is not recommended.

Keywords: child, vegetarian diet, macrobiotic diet

OZONE TREATMENT OF PROSTATE

Damir Buković

Sažetak
Autor je osmislio uređaj i elektrodu u liječenju upalnih i novotvorinskih bolesti prostate koji predstavlja tehnološku inovaciju u ambulantnoj urološkoj medicinskoj praksi. Upalne i novotvorinske bolesti prostate najčešće su posljedica genske sklonosti i naslijedja, ali i osobitog stila i načina spolnog života, učestalih i nekontroliranih promjena spolnih partnera /ca,najčešće uzrokovane spolnoprenosivim bolestima,bilo bakterijama,virusima,gljivicama i drugim mikroorganizmima. Osim navedenih razloga uzročnici se mogu „pokupiti“ u bazenima i javnim higijenskim prostorijama, javnim kućama, te korištenjem usluga „najstarijega zanata“. Autor je osmislio aparat i elektrodu koja proizvodi ozon(O3) i isti ubacuje u urogenitalni sustav muškarca, preko mokraćne cijevi,mokrćnog mjehura prostate, mokraćovoda, sve do bubrega, i čistim kisikom sterilizira navedeni sustav - od bakterija, virusa, gljivica i svih drugih mikroorganizama. Navedeno se primjenjuje kod oboljenja urogenitalnog sustava muškarca,ali i žena(partnerica) u liječenju kroničnog i akutnog prostatitisa,i /ili kroničnog cervicitisa u žena(CIN –promjene) čime izostaje ponovljivi „ping-pong“efekt prilikom neplaniranih i nekontroliranih spolnih odnosa, osobito s osobama nepoznatoga ili nesigurnog zdravstvenoga stanja. Lječidbena metoda je posve pouzdana,bezbolna,sigurna,a oslobadja pacijente neophodnih i učestalih korištenja sanitarnih prostorija. Nadalje,u slučaju korištenja antibiotika, količina istih se smanjuje za najmanje pedeset posto. Kliničke smetnje učestalog mokrenja i pečenja, te neugodnog spolnog odnosa, ubrzano nestaju i omogućavaju bržu vožnju automobilom učestalog zastajanja. Isto tako, početne novotvorinske bolesti poznate pod nazivima CIN,I.,II.III,CIS,uretre, mjehura, prostate, uretera, te upalnih promjena nakapnice bubrega, takodjer se mogu uspješno liječiti ozonom. Autor ovoga rada naglašava kako se neoperabilne bolesti prostate mogu poboljšati liječenjem ozonom,ali ne i izliječiti. Ako pak postoje kontraindikacije za operacijski zahvat,zbog stanja srca ili drugih organa,lokalni se status u stanjima proširene neoperabilne bolesti subjektivno i objektivno može poboljšati....pa čak i u terminalnoj fazi,primjenom velikih količina klinoptilolita (24 gr u 24 sata) što posljednje dane života čini podnošljivim bolesnicima.

Ključne riječi: prostata, ozon, liječenje

PREVENTING FALLS – PROFESSIONAL CHALLENGE FOR ALL HEALTHCARE PROFESSIONALS

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Abstract
Background: The NIAHO quality and safety standard as well as the awareness of the importance of preventing falls represent the main principles in conducting this research. The number of falls has recently risen, therefore it is necessary to introduce some measures. Thus, we believe that more frequent ward rounds can minimise the number of falls. The parameters for measuring activities were chosen based on the analysis results of the number of falls in the past period.
Method: The research was conducted in the General Hospital in Murska Sobota (Splošna bolnišnica Murska Sobota) in the internal ward and the ward for pulmonary diseases. The measurements included the number of nurses' activities, which related to ward rounds and to satisfying patients' two basic needs of feeding and drinking as well as the need of discharge and secretion in the before mentioned wards. Furthermore, it was required to record the number of special safety measure used (partial or full fixation) and the number of patients' falls.
Results: More frequent ward rounds minimise the possibility of falls, which also represents the main purpose of the research. The increased number of ward rounds affects the increase in the number of observed activities. The timeline of ward rounds was not defined.
Discussion: More frequent ward rounds by nurses significantly reduced the number of adverse events (patient's fall) to the minimum), because during the observed period of time »only« one adverse event (patient's fall) was recorded in each of the observed wards. We believe that specifically the applied research significantly contributed to the nursing personnel's awareness of the importance of regular patient ward rounds by nurses. At the same time we have to be aware of the financial and personnel situation, which is currently not at its best.

Key words: nursing, nurse, patient, preventing falls.

1 INTRODUCTION

1.1 Basic definitions

Healthcare workers are the ones who deal to the greatest extent with restless and aggressive patients, who need special safety measures for ensuring their own safety.

Article 29 of the Mental Health Act (ZDZdr, *Ur. l. RS*) emphasizes that a special safety measure is a necessary measure which shall be used to enable medical treatment of a person or to eliminate or control a person's dangerous behaviour when this behaviour represents a threat to his life or life of others, a serious threat to his health or the health of others, or when this behaviour causes serious pecuniary loss for themselves or others and when this threat cannot be prevented by any other, milder measure

Legal provisions in the field of using special safety measures do not apply for somatic hospitals; therefore we are bound by NIAHO/DNV quality and safety standards.

A fall is defined as patient's *unintentional*, *unexpected* landing on the ground or a lower level *with* or *without injuries*. The definition of a fall includes:

- A fall/slip from a bed,
- A slip from a chair on the floor,
- A fall without any witnesses or »found on the floor« (this is a fall when neither the patient nor anyone else knows how the patient has fallen),
- A trip, slip, fall while walking (Pribaković, Brinovec, 2010).

According to Voljč (2010), it is possible to reduce the number of falls mainly of elderly people just by making elderly people aware of the dangers, which can result from falls at their age and by maintaining their muscular strength and balance, understanding safeguard walking and exercises in case of falling and getting up, by controlling the density of their bones, by treating the osteoporosis, having a healthy and diverse diet, etc.

2 METHOD

Prior to the beginning of the first research a form was introduced and presented to the head and supervising nurse, who later passed the instructions on the rest of the ward personnel. The form included following parameters: Date and Time of the ward round; Need for feeding/drinking present; Need for discharge/secretion present; Other; No. of fixed patients in the ward; Number of falls during the shift; Signature of the nurse. Furthermore, detailed instructions regarding completing the form were enclosed to the document. The monitoring parameters were carefully selected based on last year's reasons for falls in The General Hospital in Murska Sobota and the results of the first three months of current year. It should be emphasized that the research was conducted in the internal ward and that it included 3 wards, namely the ward of cardiology and gastroenterology, which is situated in the first floor; the ward of neurology, haematology, rheumatology, diabetes and enterology, which is situated in the second floor, and the ward of semi-intensive care (PIN), where patients from both wards who need special supervision are treated. Before the research was conducted we had gained a permission of the hospital's management. In order to get high-quality data we conducted the research in two wards simultaneously; however, the wards concerned were not familiar with this. The wards were chosen based on the number of falls which occurred in the year 2013 and the first three months of 2014. In the period between 1st April 2014 and 10th May 2014 the research "Monitoring the activities for preventing falls in healthcare" was carried out in the internal ward and the ward for pulmonary diseases. A similar research was already done in the year 2012. Due to good results and re-increase of the number of falls we decided to repeat the research, mainly to raise nurses' awareness regarding the importance of multiple ward rounds.

In the period of two months 33069 activities in all three shifts were recorded.

3 RESULTS

Table 1: Presentation of the no. of ward rounds, no. of needs for feeding/drinking, no. of needs for discharge/secretion

	Parameter	**No. of ward rounds**		**Feeding/drinking**		**Discharge/secretion**		**Other**	
Month	ward	**INT.**	**PULM.**	**INT.**	**PULM.**	**INT.**	**PULM.**	**INT.**	**PULM.**
APRIL MAY	$\sum$ required activities	1580	720	8986	2254	7104	1272	10893	2560
APRIL MAY	$\bar{x}$ of parameter in observed period of time	13,17	18,0	74,8	56,35	59,0	31,8	90,77	64

Table 1 shows that that the number of ward rounds in both wards observed equals to 2300. After a more detailed review it can be concluded that 18 ward rounds in the ward for pulmonary diseases and 13 ward rounds in the internal ward were conducted on a daily basis. According to the fact that numbers of ward rounds were not separately defined it can be stated that we are satisfied with the number of ward rounds in both wards. The total number of activities in the field of feeding/drinking equalled to 11240 in the observed period of time. The average number of activities performed in the internal ward was a bit higher than in the ward for pulmonary diseases. It would be expected that the increased number of ward rounds affects the increase in the number of observed activities. However, in our case this did not happen. On average 74 patients in the internal ward and 56 patients in the ward for pulmonary diseases expressed the need for feeding and drinking. The need for performing the activity itself depends on the categorisation in healthcare period.
Nurses' activities in relation to discharge and secretion were recorded in the total number of 8376 cases. The average number of the activity observed is again a bit higher in the internal ward than in the ward for pulmonary diseases. Thus, 59 patients in the internal ward and more than 30 patients in the ward for pulmonary diseases needed help with performing this activity. With more frequent ward rounds we tried to prevent patients' going to the toilet on their own, mainly to those patients who do not follow our instructions to always ask for help, predominantly because of vertigo, balance problems, general weakness, more frequent need for the activity, etc. The field "Other" included all activities, which were performed during the ward round and did not include activities of feeding/drinking and/or discharge/secretion. This activity was recorded in 13453 cases. In a discussion with nurses they made a remark that it was very difficult to properly mark activities, because this includes each activity of the whole treatment, aspiration, etc.

Table 2: Presentation of the no. of fixed patients and the occurrence of falls in individual shifts

	Parameter	**No. of fixed patients in a ward**		**Falls per shift**	
Month	Ward	**INT.**	**PULM.**	**INT.**	**PULM.**
APRIL MAY	$\sum$ required activities	20	8	3	1
APRIL MAY	$\bar{x}$ of the parameter in observed period of time	0,16	0,2	0,02	0,02

Table 2 shows the number of all fixed patients. This involves mostly any kind of physical fixation of a patient, whether the use of a lap belt with two side belts or belts for arms, legs fixation, use of straps, or the combination of any previously mentioned fixation options. It should be noted that there were 20 physically fixed patients in the observed period of time. Regarding the result we can say that we are satisfied with this number because the measure of physical fixation was used only with one patient in the internal ward per day and with one patient in the ward for pulmonary diseases every other day.When we decided to do the research we had only one concern, namely whether we will be able to minimize the number of falls. It can now be ascertained that this data exceeded all our expectations because "only" three falls were recorded in the whole internal ward and one fall in the ward for pulmonary diseases.

4 DISCUSSION

The occurrence of falls is an indicator of our proper medical treatment. The fall occurrence represents one of numerous quality indicators. The number of the falls shall be reported to the Ministry of Health by the end of each three-month period. The research took place in two wards, where the number of total falls in the year 2013 and in the first three months of 2014 was the highest. However, it should also be taken into account that the patients in the internal ward and the ward for pulmonary diseases are significantly more likely to be subject to the occurrence of falls, predominantly due to the aetiology of diseases. It is our pleasure to announce that more frequent ward rounds by nurses significantly reduced the number of adverse events. Our goal to minimize the number of adverse events, namely patient's fall, was achieved as we recorded "only" one adverse event (patient's fall) in each of the observed wards within the observed period of time.
We believe that it is the applied research that significantly raised the awareness of nursing personnel regarding the importance of regular patients' ward rounds by nurses. At the same time we should consider the financial and personnel situation, which is currently not at its best. In comparison to the research conducted in the year 2012 we can ascertain that we fully achieved set goals. We reduced the number of falls, not only for statistical purposes but mostly for patients because we are aware that a seemingly innocent fall can cause not only terrible pain but also bone fractures, bleeding and in case of head injuries even death. We are aware that it is impossible to completely avoid patients' falls; therefore, we should pay attention to risk groups of patients, who can be recognized according to the Morse grading scale for fall occurrence.

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CONCEPTUAL APPROACH TO NEUROLOGICAL REHABILITATION - THE BOBATH CONCEPT

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Abstract
Empirical findings of Berta Bobath in the field of neurological rehabilitation during the '50s of the last century represent a conceptual foundation of rehabilitation based on the phenomenon of neuroplasticity of the brain. Until then, the lesions of the central nervous system and consequently, movement disorders, were considered irreparabile. The concept uses scientifically established facts, applied neurophysiology, biomechanics and physics, and explains the movement broader than mere biomechanical phenomenon. One of the main features of the Concept is a lifestyle orientation and re-enabling the patient participation in daily life according to their ability. Facing to the individual, applied by methods and techniques, Concept constantly monitor the development of science. Patient becomes the center of attention as a bio-psycho-social entity. Unencumbered by linear approaches, it creates conditions in which a person is successful, seeking individual solutions through active participation of the patient in the learning process for certain aspects of motor behavior.

Key words: rehabilitation, neuroplasticity, motor learning, individuality, movement

1. PRAKSA KONCEPTUALNOGA PRISTUPA

U umjetnosti ranih 60-ih godina nastaje težnja za prevladavanjem materijalističkoga objekta te se objašnjava i idejni sadržaj koji prethodi djelu. Ujedinjujući klasične pristupe glazbe, slikarstva i kiparstva, umjetnički se izričaj preobražava u instalaciju, performans, happening ili body art.

Empirijska saznanja o pokretu, tadašnje učiteljice gimnastike, Berte Bobath mijenjaju stav o ireparabilnosti neuronskih krugova i sveza u mozgu nakon ozljede. Dolazi do razvoja Kabat-Vojta koncepta, čime nastaje novi diskurs u neurološkoj rehabilitaciji koji interpolira točke na relaciji znanje-iskustvo te brisanjem linearnih nekritičkih pristupa zamjenjuje paradigmu tehnike paradigmom vještine.

1.1. Povijest

Tijekom 50-ih godina prošloga stoljeća neurološka je rehabilitacija imala snažnu sklonost ortopedskomu pristupu te se promovirala uporaba masaže, topline, pasivnih i aktivnih tehnika kao što je rabljenje remenica, ovjesa i utega. (Partridge et al. 1997.).

Koncept proširuje polje promišljanja o stvari, objektu ili čovjeku te razmišljanje postavlja u kontekstualnom odnosu na individuu, briše normative tadašnje neurološke rahabilitacije koji su favorizirali najčešće ortopedske pokušaje rješavanja slike smetnje umjesto uzroka smetnje.

Berta Bobath, učiteljica gimnastike, diplomirala je fizioterapiju 1950. godine u Londonu. U svome je radu razvijala i saznanja iz normalnog pokreta, vježbe i relaksacije (Schleichkorn, 1992). 1943. godine su je zamolili da radi kao fizioterapeut s poznatim slikarom koji je doživio moždani udar, primijetila je kako tonus može biti promijenjiv što je predstavljalo potencijal za oporavak i korištenje pogođene strane te je potaknulo na daljnja istraživanja.

Karel Bobath, neurolog, rođen je 1906. godine u Berlinu te je sa svojim suvremenicima razvijao teorijske modele objašnjavajući empirijska iskustva Berte Bobath.

Za života Karela i Berte Bobath koncept se nastavio razvijati da bi 1984. godine osnovana IBITA (Internacionalno udruženje Bobath instruktora). Za svoja je postignuća Berta Bobath dobila počasni doktorat Sveučilišta u Bostonu 1981. godine.

1.2. Komparativne prednosti koncepta u odnosu na ortopedski pristup

Bobath koncept je do sada najprimjenjivaniji neurorazvojni koncept kod osoba s oštećenjem središnjega živčanoga sustava. Primjenjuje se bez obzira na dob i stupanj oštećenja pacijenta.

Proprioceptivna neuromuskularna facilitacija korisnija je metoda kod slabosti mišića koja nije uzrokovana oštećenjem gornjega motoneurona.(Bakran, 2012).

Wang (2005) izvještava o uspješnosti Bobath koncepta u odnosu na "ortopedski" kod pacijenata s moždanim udarom, gdje je Bobath grupa pokazala značajan napredak u odnosu na ortopedsku u kontroli tonusa (p=0.0006) (Wang, 2005).

2. ZNANSTVENA POZADINA KONCEPTA

Bobath koncept temelji se na razumijevanju neurofiziologije, biomehanike, fizike kao i analize normalnoga pokreta. Teoretski modeli imaju za cilj objasniti empirijska iskustva.

U korelaciji s rastom znanja u području neuroznanosti i kliničke prakse, u tijeku je kako teorijski razvoj tako i klinička primjena Bobath koncepta. (Raine, 2007).

Koncept se bavi mnogim suptilnim pojavnostima ljudske prirode koja su često izvan dosega "objektivnih mjernih instrumenata znanosti", što predstavlja dio problema na području znanstvene potvrde određenih rezultata koji se primjenom koncepta neosporivo postižu na pacijentu.

Istraživanja, dizajnirana za procjenu učinkovitosti pojedinih neurorehabilitacijskih pristupa, se susreću s mnogim metodološkim poteškoćama. (Paci, 2003).

U posljednjih dvadeset godina došlo je do boljega razumijevanja mehanizama odgovornih za motoričko učenje (Dobkin, 2005) i funkcionalni oporavak (Kwakkel, 2004).

2.1. Neuroplastičnost

Sposobnost moždanih struktura da nakon lezije pokažu modifikaciju, kako funkcionalnu tako i strukturalnu, naziva se neuroplastičnost. Izmjene živčanih funkcija u zrelosti pojavljuju se uglavnom kroz oslanjanje na pažljivo regulirane promjene u snazipostojećih sinapsi. (Kandel et al. 2000). Neuronske se kortikalne sveze remodeliraju kroz iskustvo, što znači da neuroni koje se aktiviraju zajedno, zajedno se i prežičavaju, što proizvodi motoričko učenje (Hebb 1949; Johansson 2003). Na fenomen neuroplastičnosti, u smislu poticanja remodeliranja funkcije i strukture, utjecaj ima fenotip, tj. u slučaju neurološke rehabilitacije aferentni fizioterapijski input kroz ruko(m)vođenje - facilitaciju. Motoričko je učenje stalna promjena u mortoričkoj izvedbi osobe nastalo kao rezultat prakse. (Wishart et al. 2000; Lehto et al. 2001).

2.2. Principi i značajke Bobath Koncepta

Bobath koncept sadrži dva važna principa: neurofiziološka osnova i sveobuhvatni način gledanja na problem.

Tretman / postupanje predstavlja traženje rješenja za određene aspekte motoričkoga ponašanja, kojega karakteriziraju neke aktivnosti koje ometaju uspješno provođenje. Ovo uključuje aktivno sudjelovanje pojedinca (svjesnost kroz pokret), ali i specifično ruko(m)vođenje (handling) terapeuta, koje će se prilagoditi problemu i postupno usmjeravati cilju postizanja neovisnosti. Istodobno, motoričke će zadaće i okolina biti strukturirani prema individualnim potrebama. Bobath koncept je pristup orijentiran rješavanju problema osoba sa smetnjama funkcija, pokreta i tonusa nastalih zbog lezije (oštećenja) centralnoga živčanog sustava, stoga može biti primijenjen na osobe svih dobi te svih tjelesnih i funkcionalnih smetnji (Raine, 2006). Jedna od glavnih značajki koncepta jest orijentacija svakodnevnici, odnosno ponovnomu omogućavanju pacijentova sudjelovanja u svakodnevnomu životu prema svojim mogućnostima. Uspjeh terapije ne bi se trebao ocjenjivati objektivnim napretkom oboljele osobe, već prema tome postiže li ona maksimum aktivnosti u datim okolnostima s obzirom na stadij bolesti (De Souza, 1990). Okrenut je individui, primijenjen pomoću metoda i tehnika kroz učenje preko konkretnih primjera što podrazumijeva promatranje, vlastito iskustvo i tretman. Klinička je praksa uvijek bila najvažnija moć razvoja koncepta. Teoretski modeli objašnjavanja imaju, prije svega, zadatak objasniti kliničku praksu. Osnovu tretmana čini inhibicija abnormalnih obrazaca i facilitacija normalnoga pokreta. Pokret nije samo biomehanički entitet, njega čine i senzorni, perceptivni pretprocesi (feedforward). Pokret je dinamička igra percepcije, kognicije i akcije sustava kao i sposobnosti središnjega živčanoga sustava primiti, integrirati i odgovoriti okolini kroz postizanje motoričkoga cilja. (Brooks, 1986). Doprinos je proprioceptivnoga osjeta (pozicije i osjeta vlastitoga tijela u prostoru) posebno značajna u produciranju normalnoga motoričkog funkcioniranja. (Sherrington 1907, Bear et al. 2001). Vodi i usmjerava plastične promjene nakon lezije koristeći preostali potencijal pacijenta. Predlaže tehnike tretmana koje daju doživljaj tonusa i pokreta. Principi motoričkoga učenja moraju biti uzeti u obzir kod svakoga pacijenta. Oni moraju biti izabrani kako bi pacijentu omogućili na aktivan način pronaći rješenja za svoje motoričke probleme (Raine, 2009).

Ciljevi i postupci u tretmanu orijentiraju se na sadašnjost i na korisnost pacijentu u njegovoj svakodnevici. Pretpostavka kvalitetnoga pokretanja nije samo postojanje funkcije. Koliko će se često neki pokret koristiti ovisi uvelike i o njegovoj ekonomičnosti. Često je ovakav holistički pristup pogrešno definiran kvantitetom postupaka. Holistički pristup u konceptu se promatra u smislu senzoričke, perceptivne i motoričke integracije individue kao cjelovite bio-psiho-socijalne jedinke, a ne fizioterapijskom "obradom" što većega broja segmenata u jednomu tretmanu.

3. KONCEPT RANE REHABILITACIJE

U Bourdieuvom se radu *habitus* može definirati kao sustav: percepcije, misli i djelovanja (akcije). Jedna od smjernica koja se u tomu kontekstu rane rehabilitacije čini smislenijom jest - započeti od onoga što pacijent može. Segmentiranje problema zapravo podrazumijeva zapažanje i kliničko rasuđivanje, postavljanje radnih hipoteza te usmjeravnje do terapijskoga cilja kroz "problem solving". Prioriteti ne moraju uvijek biti usmjereni postizanju isključivo motoričkoga napretka, već bi se, u ranoj fazi, zadaće fizioterapeuta mogle usmjeriti na stvaranje okoline u kojoj je pacijent uspješan. Bobath koncept je "clinical reasoning" pristup (Boundewijn 2009.). Terapeut procjenjuje pacijenta na motoričkom, senzornom, perceptivnom kao i emocionalnom planu.

3.1. Pozicioniranje

Konceptualni pristup vidi rehabilitaciju kao 24-satnu aktivnost usmjerenu na sve aspekte ljudskoga funkcioniranja. U tome se smjeru koristi pozicioniranje osobe u okolini s ciljem reduciranje razvoja abnormalnih posturalnih obrazaca, očuvanje percepcije simetrije tijela, regulacije tonusa i propriocepcije te stimulacije reakcija balansa i uspravljanja. Koncept je 24-satni holistički pristup koji uključuje cijeloga pacijenta, njegovo osjetno, perceptivno i adaptivno ponašanje, kao i njegove motoričke probleme (Bobath, 1990).

3.2. Integracija specifičnih oštećenja u plan rehabilitacije

Specifična oštećenja, nastala zbog osnovne bolesti ili stara oštećenja potencirana novom bolešću, usporavaju i otežavaju rad fizioterapeutu, a pacijentu otežavaju razumijevanje ili izvođenje onoga što se od njega u tretmanu ili u svakodnevnomu funkcioniranju potražuje. Stoga ih je potrebno što prije uočiti i koliko je to moguće reducirati sam uzrok ili kliničke smetnje i posljedice tih oštećenja. Za postizanje realističnoga cilja je potrebno razumijevanje činitelja koji mogu utjecati na pacijentovu sposobnost za postizanje funkcionalnoga napretka koji je potreban (Boundewijn, 2009).

3.3. Hranjenje

Hranjenje ne predstavlja samo unos namirnica u smislu zadovoljenja organizma za nutrijentima, već ono kod djece, ali i odraslih, zadovoljava i psihološki osjećaj utjehe i sigurnosti. Mogućnost hranjenja u prostoriji s ostalim pacijentima u odnosu na hranjenje u krevetu predstavlja važan motivacijski činitelj kod pacijenta. Hranjenje neurološkoga pacijenta često je onemogućeno ili otežano i može uzrokovati komplikacije vezane uz aspiraciju hrane i tekućine pa čak i gušenje. Potrebno je procijeniti mogućnosti pacijentova žvakanja i gutanja hrane. U tretmanu se provodi orofacijalni tretman mišića lica, jezika, žvakaće muskulature i mišića zaduženih za gutanje. Pretpostavljamo da su respiratorne jezgre, koje se projeciraju na premotoričku regiju za oralnu kontrolu i kontrolu funkcije lica, glavni generator takta za ponašanja koja koordiniraju s disanjem (Moore, 2013).

3.4. Menadžment bola i emocionalne reakcije na gubitak

Kao dio tjelesnoga obrambenog sustava, bol okida mentalno i fizičko ponašanje koje pokušava pronaći način za što brže završavanje bolnoga iskustva. Istovremeno, bol predstavlja povratnu informaciju koja usporava učenje, čineći ponavljanje jednakoga bolnoga iskustva manje vjerojatnim. Pacijenta je potrebno educirati o njegovoj bolesti u njemu prihvatljivoj mjeri, djelovati na njega afirmativno, uputiti ga na mogućnosti koje ga čekaju, a ne na deficite koje mu je bolest prouzročila. Gubitak sposobnosti kretanja ili bilo koje ograničenje funkcija nema samo fizički učinak na pacijenta, već i psihološki. Ovo je vrlo bitno kod bolesti koje uglavnom zahvaćaju mlade ljude, kao što su multipla skleroza ili kraniocerebralne ili spinalne ozljede, tumori SŽS-a, koji u trenutku dijagnosticiranja bolesti imaju pred sobom 35 - 42 godine života s progresivnom bolešću (Poser i sur., 1989). Potrebno je skrenuti njihovu pozornost na to da je fizička nesposobnost samo jedna od mogućnosti te da imaju šanse za vođenje normalnoga života. Pokretanje nije samo fizička funkcija, već ima i socijalno, emocionalno i kulturološko značenje. Za neke pacijente fizička nesposobnost nadmašuje fizičke sposobnosti. Psihijatrijske posljedice povreda mozga su također veoma česte (Vuleković, 2008). To se može interpretirati kao neprihvaćanje profesionalne pomoći ili neprihvaćanje bolesti.

3.5. Kulturološki kontekst okoline u kojoj živi pacijent

Rana kao i poststacionarna rehabilitacija mora biti promatrana i u kontekstu okoline u kojoj pacijent obitava. Kako svaka osoba ima svoja uvjerenja, želje, strahove i slično, tako i okolina modificira njezino ponašanje prema određenim pojavama, kao što je ponovni dolazak pacijenta kući, u susjedstvo ili radnu okolinu, u skladu sa svojim obrazovanjem, kulturom, religijskim uvjerenjima, običajima i slično. U društvima senzibiliziranima za ljude s ovakvom problematikom, gdje postoje financijske mogućnosti, ali i programi aktivacije ovakvih pacijenata, i fizioterapeutu je rad olakšan kroz ciljeve i motivaciju pacijenta koji očekuje kako će na neki način, sukladno svojim mogućnostima, ipak biti integriran u društvo. Socijalna i obiteljska integracija ovisi o činiteljima kao što su: općenito zdravstveno stanje, socijalna i financijska situacija te kognitivno oštećenje (Robinson, Price 1982).

4. SMJERNICE PLANIRANJA I IZVOĐENJA TRETMANA

Kod svakog učenja, bilo intelektualnoga ili motoričkoga, vrijedi ista analogija - započeti s jednostavnim stvarima. Potrebno je stvoriti okolinu u kojoj je pacijent uspješan, jer uspjeh vodi k samopuzdanju. Ne treba negirati deficite i probleme, ali ih je poželjno na trenutak zanemariti. Bitno je ostvariti manje ciljeve zbog motivacije pacijenta te se, ako mu je aktivnost preteška, vratiti korak unatrag u tretmanu. Na kraju se tretmana može posegnuti za kompromitacijom pacijenta s nešto težim stupnjem aktivnosti, kako bi se učvrstio prethodno postignuti nivo.

4.1. Uzimanje statusa

Statusni obrazac služi za sagledavanje problema u širem kontekstu od samoga oštećenja strukture ili funkcije. Bazira se na ICF-u (International Classification of Functioning Disability and Health) te pokušava determinirati nivo funkcionalne spriječenosti unutar jedne dijagnoze od osobe do osobe. Kao baza tretmana se koriste one aktivnosti koje pacijent sam može obavljati u svakodnevnici te se na njima razvija tretman prema funkcionalnoj restrikciji, tj. onim aktivnostima koje pacijent ne može samostalno obavljati u svakodnevnomu životu. Sadrži relevantne kontekstne činitelje (osobni, biografski, psihički), cilj pacijenta u rehabilitaciji te koje su aktivnosti potrebne da bi se do toga cilja došlo. Kroz procjenu potencijala slijedi radna hipoteza koja se u svakomu trenutku kroz rad provjerava te se po potrebi modificira.
Prilikom postavljanja ciljeva s pacijentom, bitno je osigurati informacije o tome tko je uključen u cilj, što je potrebno za njegovo postizanje, na čemu se mora raditi i do kada ga je potrebno postići (Raine, 2009). Praktično značenje uzimanja statusa ogleda se u cilju stvaranja efektivnoga rehabilitacijskoga plana, formulaciji manjih ostvarivih ciljeva u smislu generiranja motivacije, kao i mijenjanju tretmana "bez odgovora ".

4.2. Tretman

Tretman je usmjeren na rad s komponentama pokreta. Kroz analizu normalnoga pokreta, kompleksni pokret biva analiziran i diferenciran na sekvence te svaka sekvenca može biti predmetom rada kao i kordinacijsko povezivanje sekvenci pokreta u smislenu cjelinu. Pacijenta se može prilagoditi okolini ili okolinu pacijentu kroz pozicioniranje. Put kroz položaje treba biti aktivan, varijacijama potraživati isti cilj kroz različitu okolinu kako bi se središnji živčani sustav kompromitirao u smjeru pronalaženja adaptacije na okolinu. Ne treba vježbati mišić, već izvedbu koju taj mišić obnaša kako bi je pacijent mogao ponovno prizvati u smislenomu kontekstu. Od vitalnoga je značaja da je tretman organiziran oko ciljeva koji su specifični za svakoga pacijenta u njegovu životnu okruženju (Raine, 2009).

4.3. Smjernice kod teških i progresivnih stanja

Fizioterapija se, ponekad, svodi na smanjivanje nesposobnosti te nije vjerojatno da će smanjiti lezije ili promijeniti napredovanje bolesti. Ako se ne može djelovati na osnovnu bolest ili je bolest progresivna, cilj je umanjiti kliničke smetnje te njihove štetene učinke i održati funkcionalni status koliko je to moguće.

5. ZAKLJUČAK

Rehabilitacija je pacijenata u neurologiji kompleksan proces, daleko širi od primjene određenih tehnika te ima elemente vještine, tehnike i umijeća. Vještina podrazumijeva sposobnost primjećivanja, razlikovanja i kliničkoga rasuđivanja te primjenu i fokusiranje svojega stečenega znanja i iskustva u jednu točku - izabrati najbolje rješenje u datomu trenutku. Tehnika slijedi nakon gore spomenutoga procesa i označava konkretnu intervenciju ili primjenu postupaka na pacijentu po određenim pravilima. Umijećem se traže originalniji putevi spoznaje i aktiviraju svi resursi značajni za postignuće dobrih rezultata.

Bobath koncept predstavlja sintezu znanja, iskustva i kliničkoga rasuđivanja kako bi se postigli ciljevi karakteristični za pacijentovo svakodnevno okruženje. Koncept biva postavljen i objašnjen na principima neurofiziologije, biomehanike, fizike kao i psihologije, mada se u znanstvenim potvrdama učinkovitosti istraživači susreću s mnogim metodološkim problemima, kao što je kvantifikacija postupaka ili objektivizacija subjektivnih mjernih parametara. Otkrića Berte Bobath u praksi bivaju znanstveno objašnjena te koncept dobiva znanstvenu potvrdu. Stoga je valjano reći kako je koncept nastao empirijski, iz iskustva. Prednost koncepta nad ostalim pristupima je što ne sugerira pravocrtne pristupe (nema propisanih vježbi), stavlja pacijenta u središte pozornosti kao bio-psiho-socijalnu jedinku te izrađuje funkcionalne strategije za svaku osobu. Koncept se bavi mnogim suptilnim pojavnostima ljudske prirode koja su često izvan dosega "objektivnih mjernih instrumenata znanosti", što predstavlja dio problema na području znanstvene potvrde određenih rezultata koji se primjenom koncepta neosporivo postižu na pacijentu. Svi relevantni i kontekstni podatci su analizirani u konceptu, kao i činitelji do kojih se dolazi u bilo kojemu trenutku tretmana te se kroz radnu hipotezu postavljaju ciljevi birajući tehnike i metode za njihovo provođenje.

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THE HOLISTIC ASPECT OF HEALTH ACCORDING TO THE PRINCIPLES OF LOGOTHERAPY

Sebastjan Kristovič

Sažetak
Jedan od glavnih zadataka Franklove logoterapije, što je u biti antropološka usmjerenost, je re-humanizacija humanističkih znanosti. Re-humanizaciju u logoterapiji shvatamo u smislu holističkog pristupa čovjeku, što znači da čovjeka razumijevamo kao nedjeljivu cjelinu sve tri dimenzije: fizičke, duševne i duhovne. Logoterapija na taj način izbjegne bilo kakav redukcionizam i simplifikaciju, što dovodi do dehumanizacije i depersonalizacije čovjeka. Egzistencijalna kriza, kriza smisla, egzistencijalni vakuum i noogene neuroze su problemi koje imaju svoje porijeklo u duhovnoj dimenziji. Struka još uvijek premalo poznaje duhovno dimenziju – konsekutivno je ne uzima dovoljno u obzir. Posljedice se pokazuju i u tome, da se medicina često bavi sa simptomima i ne sa izvorom bolesti. U ovom radu predstavljamo logoterapevtski (holistički) aspekt zdravlja s posebnim naglaskom na duhovnoj dimenziji čovjeka.

Ključne riječi: logoterapija, holistički pogled, Frankl, duhovna dimenzija, kriza smisla

POLISH-GERMAN COOPERATION FOR THE PROTECTION OF MUSCULOSKELETAL HEALTH IN MEDICAL CARE SETTINGS

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Abstract
Over 10% of workers in the European Union (EU) belong to the health care sector and many of them work in hospitals. There is a growing recognition that sufficient, adequately trained, healthy and motivated health care workers are essential for the health of the world population. Unfortunately, these workers may be exposed to a wide variety of risks connected with working in this sector. The current global economic problems has had many consequences, and health services, due to their significant use of resources, have not been exempt from limitations. In many countries, expenditure on health services are perceived as a cost rather than an investment. Spendings on health, expressed as a percentage of gross domestic product, depends on the economical situation in countries. Total health expenditure is the sum of public and private health expenditure. It covers the provision of health services (preventive and curative), family planning activities, nutrition activities, and emergency aid designated for health but does not include provision of water and sanitation. The Netherlands, with the highest spending among European country in 2012, spends only 12.4% of their Gross Domestic Product (GPD) on health, compared with 17.9% spent in the United States (US).

Keywords: health services, health expenditure

Introduction

In many European countries, this percentage is much lower, for example: Germany - 11.3%, Slovenia - 8.8%, Croatia – 6.8%, and Poland with only 6.7% [12]. Safe staffing relies on good management so that budgeted posts are filled and deployed effectively, and the staff employed is available to work [6]. The number of nurses and other health workers in Poland is significantly lower than the European average and shows a decreasing trend. According to the State of Affairs, on 31 December 2011, 246,948 nurses were employed. The parameter reflecting the level of health workers employment in any individual country is the ratio between nurse staffing and the number of population. In 2011, the ratio of nurse staffing in the Polish health care system per 1000 inhabitants was 5.0, which was one of the lowest, compared to other European countries [10]. This dangerous situation is caused by a number of factors and migration is one of the most important ones. Poland's accession to the European Union in 2004 has had another significant effect on the domestic employment of nurses. The migration phenomenon, stimulated by a shortage of medical staff in 'old' EU countries, has occurred. The developed countries supplement their shortage of staff with immigrants from other countries by offering them higher payment and better working conditions than in their native country [2]. During 2003-2013, there were 38,569 nurses who have obtained professional qualifications in Poland and have applied for professional recognition in another country to practice there on a permanent basis [11]. An additional significant factor in understanding another serious problem which is changing the working span of the nurse workforce. The mean age of the employed nurses in Poland is 45.6 years old. According to the prognoses done by the Main Chamber of Nurses and Midwives, 80,814 nurses

born between 1950-1960 will reach retirement age between 2010-2020. According to the predictions for the next 20 years, only 19,954 nurses will end nursing schools, which amounts to 24.69% of nurses retiring at the same time in Poland [4]. There can be no doubt that health and education system have a wide responsibility to plan and sustain the future nurse workforce in the native country and in the best health status. A productive workforce reduces the need for more nurses. Improving productivity requires a support for continuous development and learning, supervision, adequate compensation and good and safe working environments. A nurse recruited now could still be active in the workforce in the year 2050. Initial preparation requires a strong working relationship between the education and health sectors [6]. The importance of good work environment has been underestimated as a key aspect of understanding in the enhancement of nurse resources. Without a good working environment, adding additional nurses to the workforce may have little or no effect, whereas adding nurses to a good working culture will have a significantly greater benefit [3]. In relation to an effective workplace culture, a lot of attention has been placed on the importance of organizational and corporate culture but less on the local conditions which enable best practice to occur [1]. There is a clear need to develop an education and learning system aimed at improving the performance of health systems by adapting core professional and self safety competencies to specific country contexts, constraints and determinants while drawing on global knowledge. For many health systems, this will require an active conversation between the health and education sectors, regarding the planning and development of the workforce [6].

Musculoskeletal disorders

Musculoskeletal disorders (MSDs) have became a priority in the prevention of work-related risks in Europe. Lifting, bad posture and repetitive movements are among the causes and some types of disorders associated with particular occupational tasks. Treatment and recovery are often unsatisfactory, especially for more serious causes with long-term sickness absences. In the end, they can result in permanent disability, with the loss of employment. Apart from the effects on workers, MSDs may lead to high costs for enterprises and the society as a whole. The World Health Organization (WHO) has defined a work-related disorder as one that results from a number of factors, and where the work environment and the performance of the work contribute significantly, but in varying magnitude, to the causation of the disease. Work-related musculoskeletal disorders (WMSD) exhibit well defined signs and symptoms, for example, rotator cuff tendinitis, carpal tunel syndrome and acute prolapsed inter-vertebral disc [14]. The Fourth European Survey on Working Conditions (ESWC) shows that 35.4% of respondents in the EU claim that their work affects their health. The most prevalent health problems are backache, muscular pains, overall fatigue and stress. Almost one quarter of the respondents (22.8%) report muscular pains [7]. Work-related MSDs are common among health care professionals. Assisting patients in transfers is a work task in health care settings that has been considered hazardous and has been presumed to be a risk factor for the development of MSDs. Degenerative disorders occurring in the spine, usually in the neck or lower back, especially in the professionals performing manual handling or heavy physical work [5]. According to the findings of the European Agency for Safety and Health at Work (EU-OSHA), four different groups of factors may potentially contribute to MSDs. They are: physical or biomechanical work-related factors, organisational or psychosocial work-related factors, individual or personal factors and factors relating to social content [13]. In terms of work-related MSDs complaints, the health and social work have the highest rate of symptoms - 1.6 times higher than the average in the total population (4,283 cases per 100,000 workers in the health sector compared with 2,645 cases per 100,000 workers in total population) [13]. There are indications that MSDs affect the female working population more than the male population. More recognition has been put on back pain, and upper-limb and neck disorders, but very little emphasis has been put on lower-limb disorders that might affect women more because a high proportion of them are standing frequently at work, for example, in health care system. As another example, carrying or moving heavy loads affects, on average, 5.8% of workers, but if it comes to the female-dominated health care sector, it affects 43.3% of the working population. The general ageing of the working population is another factor that affects the issue of MSDs. Health care sector is characterised by middle-aged to older women and this highlights the need for prevention [7]. It is also important to monitor and recognise MSDs from another age perspective. Even though the rates of reported diseases are lower for younger workers, there are indications that show the rates are different for MSDs. This is confirmed by an earlier European Risk Observatory report analysing the health and safety situation of young workers. While it is often argued that young people are “unfit”, the report has found that their situation is comparable to that of women workers - they often work in service sectors and are overexposed to MSDs risk factors. Young workers under 25 years old report significant shares of MSDs: 17.7% of them suffer from backache while 16.5% complain of muscular pains [8]. Employers in Europe are required to comply with laws and regulations in their Member States relating to working conditions and the workplace. To a large extent, these laws and regulations are based on the European legislation. Some directives are very important for the prevention of MSDs:

- 90/269/EEC on the minimum health and safety requirements for the manual handling of loads, where there is a risk particularly of back injury to workers
- Council Directive 89/391/EEC on the introduction of measures to encourage improvements in the safety and health of workers at work.

Comparison of Polish and German health situation of health care workers

According to the Fourth European Survey on Working Conditions (ESWC) carried out by the European Foundation for the Improvement of Living and Working Conditions (Eurofound), 45.8% of Polish workers reported backache and 43.9% muscular pains in shoulders, neck and/or upper/lower limbs in 2005. These numbers are significantly higher than the EU average (24.7% and 22.8%, respectively) and exceed those found in the overall 10 countries that joined the European Union on 1 May 2004 - Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia (38.9% and 36.2%, respectively) and the two countries that joined the European Union on 1 January 2007 - Bulgaria and Romania - (39.2% and 37%, respectively) in 2005 [7]. Between 2000 and 2005, occupational diseases related to musculoskeletal system disorders (including chronic diseases of locomotor and peripheral nervous system and vibration syndrome) has decreased by about 47% - from 516 cases in 2000 to 275 in 2005 [7]. Data from the Fourth European Survey on Working Conditions (ESWC) reveal that almost one quarter (23.6%) of German workers feel that work affects their health. As far as MSDs are concerned, almost one fifth of surveyed workers (18.8%) report suffering from backache while 14.8% complain of muscular pain. In 2000, women complained more about pains in neck and shoulder, men have more problems with the knees. The number of reported MSDs decreased from 1999-2004. In 2006 of all 64,182 cases of occupational diseases, 7,181 cases were MSDs - this is equivalent to about 11%. The ratios of reported diseases to recognised diseases for 2006 are 5839/198 (about 3%) for back pain and 1342/249 (18.6%) for meniscal disorders [7].
These radically different data concerning the risk of MSDs among healthcare workers in Poland and Germany contributed to the cooperation for the prevention activities modeled on the experience of the German partner.

International Social Security Association ISSA

The International Social Security Association (ISSA) has over 350 members in over 160 countries. Its headquarters is located in Geneva at the International Labour Office. It was founded in 1927 under the auspices of the International Labour Organization (ILO). According to the ILO, the main challenges are facts that each year 160 million new cases of occupational illnesses are reported and financial burden on compensation, health care, rehabilitation and invalidity is huge: an amount of financial equivalent remains on the level of 4 to 10 % of GPD in same developing countries [15]. In order to promote occupational safety and health, a major component of its activities, ISSA set up international sections for the prevention of occupational risks targeting specific professional sectors and fields of action. The Faculty of Health Sciences of the Pomeranian Medical University (PUM) has been admitted as an ordinary member to the ISSA Section on Prevention of Occupational Risks in Health Services since 20th of March 2014. The ISSA Section on Prevention of Occupational Risks in Health Services is coordinated by the German institution for statutory accident insurance and prevention in the health and welfare services Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege (BGW) in Hamburg. Over the last few years, the Ergonomics working group of the ISSA Health Services Section has mostly addressed the prevention of back problems in healthcare professions.

In 1998, in Hamburg, the working group held its first international event on the epidemiological data and sociopolitical aspects pertaining to lower back pain, as well as the assessment and prevention of risks. In 2002, an experts' workshop in Paris provided the opportunity to representatives from eight European countries to present thirteen approaches to training in the prevention of back problems in healthcare activities.

The Ergonomics working group in 2006, in Dresden set out to define basic principles for the prevention of back problems in healthcare professions and issue recommendations based on those principles. For each of the five issues (general principles, designing and redesigning facilities, technical aspects, organisational aspects, basic and continuing training) the working group has formulated five major recommendations for healthcare workers:

I. Basic principles for the prevention of back pain during patient handling

1. For all care operations, healthcare workers must assess the risks related to physical constraints. Before each patient handling operation, they must think of the best way of reducing the risks and the most suitable work method taking into account in particular their personal limits. They must assess the effectiveness of the method afterwards and modify it if necessary. Sharing work methods with colleagues enables these methods to be improved
2. The safety of the health worker and patient must always take precedence over the objectives of stimulating the patient's resources during care activities.
3. As a rule, if it is not possible to eliminate risks during a care activity, technical aids must be used.
4. Healthcare workers must know, use and stimulate the patient's physical, mental and psychological resources in order to reduce stress on themselves.
5. Healthcare workers must keep up their expertise and know-how as well as their physical and mental fitness.
6. Healthcare workers must wear clothes that do not hinder their movement, and stable shoes that keep the feet well-positioned in order to reduce the risks of back pain and slips.

II. Recommendations for the prevention of back pain when designing or re-designing health and care facilities

1. The project owner must make the project's ergonomic requirements clear from the start of the construction programme.
2. There must be extensive consultation of the future users as of the design phase.
3. To prevent back pain in healthcare staff, designers of healthcare premises must pay particular attention to the layout of certain critical areas, such as rooms, storage spaces, corridors and lifts, central zone.
4. An assessment must be made after implementation of any changes as part of the continuous improvement of working conditions.

III. Technical aspects of prevention

1. Handling aids are indispensable for healthcare workers, therapists and patients and are part of a comprehensive prevention system.
2. There must be an adequate quantity and choice of handling aids available. The healthcare workers must know how to use them safely.
3. The prerequisites that enable acceptance, appropriate and safe use of handling aids must be guaranteed
4. Beds that can be electrically, or at least hydraulically adjusted, with an electrically adjustable head are the basis of any ergonomically efficient care.
5. Whenever possible, lifting should be avoided. If lifting is the only solution, a hoist must be used.
6. Small handling aids support patient mobility and thus effectively reduce loads on healthcare workers.

IV. Organisational aspects of prevention

1. A process must be defined for prevention in the field of ergonomics. In particular, the prevention of back problems as part of occupational health and safety must be written into the mission statement of all healthcare establishments.
2. A staff function should be set up under risk and quality management to take responsibility for the process.
3. The process of prevention in ergonomics must be applied to all areas and departments in the same way. The special needs of A&E and the operating theatre must also be given particular attention.
4. An assessment of ergonomic risks should be carried out in all functional units. When necessary, organisational structures and working procedures should be adapted to allow for organisational development. Staffing levels, ratios and duty rosters should be drawn up accordingly.
5. Once structure and procedures have been analysed, the process to be defined must be broken down into separate processes and addressed in separate projects that include experts within the framework of participative management. Project development and project management must be placed under the responsibility of the risk and quality management department.
6. The ergonomics risk analysis must be performed by a specialist.
7. Staff must be given training in ergonomics where necessary. Particular attention is to be paid to temporary staff.
8. Training multipliers or ergonomics officers plus regular reporting will ensure the creation of a network across all departments.
9. For the process of prevention in the field of ergonomics, internal criteria and indicators must be defined and regularly monitored.
10. Optimum material conditions constitute an essential factor in the ergonomic design of structures and procedures.
11. To allow for effective prevention in the field of ergonomics, sufficient financial resources must be provided.

V. Recommendations for basic and continuing training in back-protecting work practices in healthcare

1. Training must be integrated into the safety culture of the organisation. Risk assessment is a fundamental prerequisite.
2. To convince the management of the importance of training in the prevention of back pain in care activities, the trainers must be able to provide well-grounded arguments on the costs and benefits of this training. The success of the training should be measured quantitatively and qualitatively.
3. The trainer must know the training level of the healthcare workers and their workplace environment. Multipliers are required in the field so that acquired knowledge is implemented.
4. The training should include the following five principles:
    a. Risk analysis methods related to the healthcare situation (task, patient, environment, technical aids)
    b. Methods of preventing back pain in care activities and the use of technical aids
    c. Problem-solving techniques (particularly to deal with difficult patient handling situations)
    d. Analysis and mobilisation of patients' and healthcare workers' psycho-motor capabilities
    e. Continuing professional development and adaptation to the work environment
5. The initial training should enable healthcare workers to acquire the basics in back protection during care activities and the necessary skills for handling patients safely while protecting themselves.
6. The continuing training should include brush-up, consolidation and extension of basic knowledge and skills as well as problem-solving competence development. It should be part of a continuing professional development process.

7. In order to avoid vertical lifting and shifting without handling aids, the training must stress the need to use technical aids as well as the patient's resources [9].

The principles of Polish German cooperation

The problem of the risks resulting from working in the health care sector is crucial all over the world. Taking into account the economic, organizational, cultural and systemic differences between Poland and Germany included in the text above, the Pomeranian Medical University has joined the cooperation with ISSA and BGW. It used their experiences, creativity and high standards of prophylactic activities for medical staff. On the other hand, the scientific experience of the Pomeranian Medical University became attractive for the German partner and enables the use of research results in modeling individualised practical activities. Close distance between Szczecin and Berlin as well as Hamburg positively affects the range of implemented activities.

The main aim of the institutional activities is to prepare students, university teachers, professional mentors and health care institutions staff taking part in the education process for prophylactic activities in the area of work ergonomy tailored to the standards obtained from ISSA and with the support of German experts.

The formal cooperation preceding the working visits begun on 20th of March 2014 by admitting the Faculty of Health Sciences of the Pomeranian Medical University as an ordinary member to the ISSA Section on Prevention of Occupational Risks in Health Services.

Activities planned for 2014-2015:

- Working visits of the Pomerania Medical University experts at the Occupational Rehabilitation Centre in Berlin and BGW „back school" under the auspices of ISSA in Hamburg
- Preparing a proprietary curriculum with elements of work ergonomics on all levels of nursing studies
- Organisation of conference for the management staff of health care institutions cooperating with the Pomerania Medical University concerning EU legislative conditions in the field of MSD prophylaxis
- Preparing and conducting ergonomy training courses for university teachers and mentors by ISSA experts
- Preparing research methodology for the assessment of the activities effectiveness in Poland in cooperation with the Medical Universities in Wrocław and Gdańsk with support of the Nofer Instytut of Occupational Medicine in Łódż.

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SOMATIC EXTERNAL AND INTERNAL CELL HYGIENE

Damir Buković

Sažetak
Autor istražuje potrebu provođenja pranja i tuširanja tijela izvana, kako bi čovjek bio čist i uredan. Nadalje, istražuje potrebu „unutarnjeg tuširanja“ stanica svih organa i organskih sustava ljudskog tijela kako bi se ubrzalo učinkovito odstranjivanje svakodnevno stvorenog unutarstaničnog „smeća“ koje nastaje prilikom obavljanja svih funkcija u čovjeka. Isto je neophodno potrebno u obnavljanju i razvoju normalnih stanica svih organa u čovjeka, te održavanja i odvijanja svih staničnih oblika i funkcija zdravog zdravtstvenog stanja. Ako se pak, „stanično smeće“ ne odstranjuje stolicom, urinom i znojem, kao normalnim mehanizmima eliminacije i čišćenja, već „smeće“ „zatrpa“ citoplazmu stanice, isto blokira prijenos informacija unutar staničnih silicijskih stupova u staničnom sustavu kao osnovnoj mikrojedinici gradje tijela čovjeka, organa i organskih sustava, blokira prijenos svih informacija od periferije do središnjeg moždanog sustava (SMS) i tako potiče posljedicu i prekid točne informacije u stvaranju i obnavljanju stanica čovjeka i /ili dobivanje (putovanje) krivih ili nepotpunih informacija do SMS koji potom može iz SMS postati „okidač“ u razvoju nenormalnih, pa i zloćudnih (malignih) stanica u organima i organskim sustavima čovjeka. Kao najjednostavniji primjer istoga,možemo, u naravi, provjeriti ako pred daljinski upravljač kojim rukovodimo televizijskim prijamnikom,postavimo dlan koji blokira prijenos impulsa i izostaje komanda za reakciju na televizijskom prijemniku.
Funkciju prekida impulsa, poput dlana ispred daljinskog tv upravljača, u stanici, vrši nakupljeno „smeće“,spriječavajući prijenos informacija izmedju silicijskih stupova unutar stanice, pa sve do SMSa. Autor navedene tvrdnje dokazuje,dvaipol milijuna puta povećanom snimkom stanice u kojoj se jasno vide silicijski stupovi preko kojih putuju informacije(impulsi). Autor rada također nudi prihvatljiva rješenja spriječavanja sakupljena „unutarstaničnog smeća“ uz sigurnu eliminaciju istog, a sve radi osiguravanja unutarnje stanične higijene čovjeka (tuširanje i pranje stanica,čišćenje i odstranjenje tzv.staničnog „smeća“, svakodnevno proizvedenog prilikom obavljanja staničnih funkcija) čime se dugotrajno čuva zdravlje, osigurava normalna stanična obnova,što sve u konačnici daruje dulji životni vijek,koji je prosječno za 10 do 25 posto dulji od očekivano uobičajenog. U zaključku rada, autor nudi rješenja učinkovite potrebe primjene somatske vanjske i uutarnje higijene,i osigurava eliminaciju vanjske i unutarnje prljavštine, radi očuvanja zdravlja i duljeg zdravog života.

Ključne riječi: higijena, stanica, zdravlje

NUTRITIONAL GLOBALISM OR NEO-COLONIALISM THROUGH FOOD

Mirsad Sadiković

Sažetak
Tko će odgovarati za štetu koju su, svojim krivim savjetima o prehrani, prouzročili samozvani nutricionisti, prehrambeni gurui, autori štetnih dijeta te „službeni“ stručnjaci, ako znamo da je nezdrava prehrana uzročnik za više od 80 % bolesti.
Postigli su što su htjeli : svatko može (pro)davati svoju istinu. Sve je zdravo i ništa nije zdravo, svatko ima pravo i nitko nema pravo, kao da je razlika zdrave i nezdrave hrane stvar ukusa ili ideološkog uvjerenja. Tisuću puta ponovljenu neistinu prihvaćamo kao istinu i za nju više ne tražimo dokaze. Jednostavno „znamo“ da je tako i nismo voljni niti pomisliti da svoja uvjerenja nikad nismo oblikovali na temelju stvarnih argumenata, dokaza ili vlastitog promišljanja. Jednostavno, vjerovali smo i vjerujemo još i sada, a nikada nismo provjeravali, da li je to istina ili ne.Tako funkcioniraju obični, mali ljudi,ali tako funkcioniraju i stručnjaci. Vjerovanja često nisu posljedica vlastitog promišljanja ili poznavanja činjenica, dokaza koji bi lako doveli do promjene mišljenja, što čvrsto odbacujemo i ostajemo pri tvrdnji da „znamo“ iako ne znamo zašto i kako ne znamo. Tko će odgovarati zato što je više od polovice djece pretilo, te da svake godine dobijemo 1000 novih dijabetičara, uglavnom kao rezultat službenih prehrambenih preporuka. Tko će odgovarati što svi centri za dijalizu rade u 3 smjene, a aparata za dijalizu je još uvijek premalo.

No, pacijenti nisu samo bolesnici, oni su također i kupci. Kronični bolesnici su, dakle, kronični kupci. Današnji društveni sustav se ne temelji na štednji nego na potrošnji, odnosno na trošenju onoga što industrija proizvodi, a ne onoga što nam je zaista potrebno i što koristi našem zdravlju. Čini li Vam se riječ „zločin“ pretjeranom? Možda. To bi trebalo upitati one koji su završili na dijalizi, pretrpjeli oštećenje jetre, oboljeli od dijabetesa, ostali bez nogu, imaju problema s kardiovaskularnim bolestima, osteoporozu... Oni to najbolje znaju. Davno je Paracelzijus, otac toksikologije, rekao: „Sve stvari su otrovne i ništa nije bezotrovno. Samo je doza ono što čini da neka stvar nije otrovna. I tko god da je otac bolesti, loša prehrana je njezina majka.“ Puno stvari je u prirodi rješeno, „podešeno“ s funkcijama sa živog organizma, ali jednostavno ne znamo to koristiti. Mi znamo kako ljudima pomoći, ali industrija za takvu „pomoć“ nema interesa. Moj je savijet: „Uživajte biti zdravi“. Danas se u Hrvatskoj pokušava štedjeti, kada je zdravlje u pitanju, na sitnicama i glupostima, a ne na borbu protiv stvarnih uzročnika bolesti. U ovoj maloj Hrvatskoj imamo preko 450.000 ljudi s problemom dijabetesa i preko 750.000 ljudi saproblemom krvnog tlaka. Dakle,imamo svakog dana do 1.200.000 Hrvata tzv. kroničnih bolesnika koji svakodnevno rabe raznorazne tablete.

Ključne riječi: nutricionizam, zdravlje, bolesnici

RECTITUDE OF MAN CONSTRUCTS THE BIRTH CANAL OF A WOMEN

Damir Buković

Sažetak

Zdjelica čovjeka, prema kralježnici tvori kut od 60 stupnjeva što otežava mehanizam razvitka poroda i njegova uspješnog dovršenja. U četvoronožaca (kvadrupeda) zdjelica i kralježnica stoje pod pravim kutom tj. prate crtu vodilju poroda, pa je u istih porod lagan,dok je u čovjeka prolaz crte vodilje izvijugan i stršećim promontorijem na granici LS otežan, koji put i nemoguć. Danas, zahvaljujući razvijenim operacijskim tehnikama dovršenja poroda carskim rezom, žene bivaju operacijski porođene kroz trbušnu stjenku, dok su prije stotinjak godina završavale smrtno, što je predstavljalo biološku selekciju kako se nemogućnost rađanja prirodnim putem ne bi nasljedjivala. Autor je istražio trudnice od početne trudnoće pa do prijeporođajnog doba kod kojih je bilo moguće izvršiti Rtg i UZV snimanje bez rizika oštećenja ploda (mrtvi plod) zatim je u istih, snimanja LS kralježnice, zdjelice i promontorija, izvršio 48 sati nakon uspješnoga porodjaja. Ista istraživanja i mjerenja proveo je u doba babinja(šest tjedana od poroda), pa sve do 10 mjeseci iza poroda, dokazujući kako funkcija odredjuje oblik i formu skeletne jedinice afirmirajući Mossovo pravilo (Moss, 1960.) Autor zaključuje kako trudnoća koja traje 40 tjedana ili 10 mjeseci je potrebito vremensko razdoblje preoblikovanja LS kralježnice i promontorija kako bi se normalni prirodni porod mogao odvijati bez teškoća. Nadalje, autor dokazuje kako je i 10 mjeseci poslije poroda potrebito vremensko razdoblje kako bi se biomehanika kralježnice i zdjelice vratila u normalu. Istraživanja i mjerenje zavoja kralježnice LS i promontorija tijekom trudnoće upravo dokazuju postepenu prilagodbu koštano-porodjajnog kanala funkciji radjanja, u gore navedenom vremenskom razdoblju, koliko je potrebno i za vraćanje u stanje prije trudnoće. Navedena istraživanja dokazana elekroničnom obradom istraženih podataka koji su prikazani u tablicama i grafičkim krivuljama iz kojih se iščitava i anatomija mijenjanja koštanog dijela porodjajnog kanala izvan trudnoće,tijekom trudnoće i u poslijeporodjajnom razdoblju. Sve naznačeno upućuje na potrebu razumijevanja složenosti planiranja i radjanja ,što znači i pažljivo stvaran raspored u ritmovima planiranih tudnoća. Uputno je poštivati potrebite vremenske intervale vraćanja u normalu.

Ključne riječi: trudnoća, kralježnica

GEOCHEMICAL CHARACTERIZATION OF SALINE MUD USED IN PELOTHERAPY IN LEPA VIDA THALASSO SPA (SEČOVLJE SALINA NATURE PARK)

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Abstract

Sečovlje Salina represents an ecosystem that supports habitats of many rare, endemic and endangered animal and plant species. Besides natural diversity and cultural heritage this area is also important due to the traditional production of natural marine salt. Salt is recovered from sea water by solar evaporation and during this process two by-products with healing properties are produced: saline mud (fango) and brine (aqua madre). Due to its balneological features the saline peloid is used to treat various diseases and to improve general health and well-being. Regardless the increasing interest and development of Slovenian pelotherapy there is a lack of studies of quality and applicability/uses of saline peloid. In

this contribution we present the results of geochemical analyses of saline mud used in the Lepa Vida Thalasso spa center, which is located in the Sečovlje Salina Nature Park.

Key words: Sečovlje Salina Nature Park, saline peloid, thalassotherapy geochemical composition

E – SPEECH THERAPIST

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Abstract
Achievements in the field of information technology have affected the quality of various life areas. New technological solutions are particularly reflected in the domain of medicine, contributing to the development of a new field called - Telehealth. Telehealth has enabled progress in solving the problems related to the availability, speed of information exchange, distant treatment and speed of action. Today we have successfully applied the benefits of Telehealth from neurology to pathology. The subject of this paper is description of *e-speech therapist*, a new system in the field of Telehealth. The system is designed for habilitation and rehabilitation of patients with verbal communication disorders. This paper describes a methodological approach in the treatment of verbal communication disorders, the possibilities and information technology limitations in this field. The *e- speech therapist* model is described and its elements implemented so far.

Keywords: e-speech therapy, information technology, telehealth, verbal communication, speech-language therapy

HOLISTIC APPROACH AS A BASIS OF INTEGRATIVE MEDICINE IN IMPROVING QUALITY OF LIFE

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Abstract
Integrative Medicine (IM) as providing patient-centered care that takes a holistic or "whole systems" approach that addresses the physical, mental, emotional, social, spiritual and environmental influences that impact a person's health. Integrative Medicine have not standardized approach for patients. Practitioners of Integrative Medicine created treatment plans on an individual basis for the patients. If you look at sites of Clinics for Integrative Medicine will see that they include: integrative physicians, acupuncturists, mindfulness instructors and yoga instructors. Some sites also included massage therapists, manual medicine therapists, fitness/movement specialists, dietician/nutritionists, psychologists, healing touch therapists and other energy practitioners. The goal of integrative medicine should be to make the widest array of appropriate options available to patients. Integrative medicine is a framework for this reconciliation, and practiced judiciously, offers the promise of better patient outcomes. Both disciplines should be subject to rigorous scientific inquiry so that interventions that work are systematically distinguished from those that do not.

Perceived differences between "traditional" (allopathic) medicine and "non-traditional" (CAM):

*"**traditional" (allopathic) medicine***	***"non-traditional" (CAM)***
Treatment	prevention
Short-term goals	Long-term goals
Evidence based	Less evidence based
Limited options	Wide range of options
Depersonalized	Personalized
Superior when surgical information needed	No surgical option

At the level of primary prevention, an array of integrative modalities can be effective in health promotion, including lifestyle counseling, dietary guidance, stress mitigation techniques, interventions to improve sleep quality, and use of nutriceuticals and herbal supplements for health promotion. At the level of secondary prevention, IM can be effective in stress management and nutritional supplementation and can reduce risk factors for chronic disease. At the level of tertiary prevention, the full range of CAM modalities pertains to such goals as pain management, symptom control, stress relief,

disease management, improvement of immunity and risk reduction. Integrative medicine thus offers the opportunity to combine the "best" of both conventional medicine and CAM, and thereby produce better patient outcomes, measured in terms of symptom relief, functional status, patient satisfaction, and perhaps cost-effectiveness. Integrative medicine is necessarily "holistic" in the sense that somatic, emotional, and spiritual health are considered integral to overall health.
The combination of therapies considers synergy and individual dose. By using these principles we will show the clinical effectiveness of Integrative Medicine in diagnosis and treatments in some for only Allopathic Medicine unclear and unresolved patients with neurological, autoimmune diseases etc.

Keywords: Holistic Approach**,** Integrative Medicine, Complementary Medicine, CAM, QOL

EDUCATION IN INTEGRATIVE MEDICINE WAY OF MAINTAINING A HEALTHY- THE LARGEST HUMAN VALUES

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Abstract
Integrative medicine involves the use of the best possible treatment and procedures of science, allopathic medicine in combination with the best methods of complementary and alternative medicine (CAM) and based on the individual needs of the patient. It integrates both medical system adapting them to the individual, and using the safest, least invasive and most cost-effective approach , combining them into a holistic understanding of the individual. Previous facts carry huge problems in providing education to those who implement health care and overall population. Education is based on international standards and competence, evidence based medicine and scientifically proven facts, support the creation of academic and professional careers, task of education is to promote the development and provision of efficient access to, the development of effective models of preventive health care and clinical framework for the application of integrative medicine practice. The foundation of education is a unique therapeutic relationship that forms between a doctor who shows patience and willingness to commit to learning new skills, acquire new knowledge and willingness of the patient to transform perceptions, habits, attitudes, and ultimately defining healthy behaviors. The objective of population education includes lifestyle changes, encourages the development of emotiovnog and spiritual health that affect the development of homeostasis. Training is done using scientific methods, and treatment is based on the integration of a multidisciplinary approach procedures, educate others through individual approach to psychovegetative and psychosomatic program, which has been based on a synergy of nutrition, supplementation, homeopathic Drug Administration (bioidentical hormones, neuroimunomodulatore), as well as the allopathic medicines and botanical preparations and therapeutic detoxification and stress relief through bioresonantne treatments. Education of health professionals is focused on the creation of highly educated professionals in all branches of medicine and health care, and the 'individual approach to each individual through understanding multifactorial impact on the homeostatic system, learning about all aspects of daily life, the relationship with the environment , working environment , medical ecology, social environment.

Keywords: Integrative medicine, education, medical system

HOME CARE NEEDS OF OLDER PEOPLE IN SLOVENIA

Ana Habjanič

Abstract
Older population in Slovenia is growing, similarly to other European countries. In concordance home care needs are growing, older people are also in higher need of self-care because community health nurses are in difficult position to meet growing demand. Older population growth suggests some changes from a perspective of health and social protection. Some changes that have already been legalised and some more that will follow will impact intergenerational relations. In that manner older people needs will have to be re-identified and various new support services implemented.

The research conducted abilities of older people for self-care, their needs in home care and perceptions about healthcare provision. All three aspects represent a system integration on how to understand, approach and organise home care for frail older people. A questionnaire with a combination of closed ended and open ended items was used to asses home care needs. Both quantitative and qualitative research methods were applied. Results showed that females expressed higher need of home care compared to males, primarily due to chronic diseases. According to expressions of frail older

people several occupational profiles are needed to support their needs in home care. Also, stable intergenerational relations were expressed as a key for a healthy ageing.

Keywords: elderly, needs, home environment, holistic care, intergenerational relations

THE NUTRITIONAL SUPPLY AS SPECIAL TYPES IN THE FORMS OF DIPLOMATIC PROTOCOL

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Abstract
Over a long period of history, food plays a key role in international relations because it is related to political and economic development of the country. Food serves a variety of purposes, such substrates emerging quality relationships in bringing countries, social classes, regardless of race, religion or nationality. As an important nexus of politics and diplomacy is particularly evident in diplomatic protocol and thus contributes to the expression of friendship. Food fosters an atmosphere of pleasant atmosphere and opens a variety of political issues for a number of different occasions. Interviews with the finest dishes easier to solve problems in political communication and complex relations. Official breakfast, lunch or dinner often have a better chance of dating, maintain business contacts, but sometimes the special chance for a deal opposing sides. How the different parts of the world eating habits are not the same, notably the regional barriers and cultural diversity that diplomacy is dominated by its distinctive code .

Keywords: international relations, food, diplomacy, diplomatic protocol, policy

OPEN COMMUNICATION AS BASIS OF PALLIATIVE APPROACH

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Abstract
Through the development of technology we are faced with the question of human helplessness experienced by the person who is in the terminal phase of the disease. The process of dying, in all its uniqueness and universality, surpasses the dimension of the human consciousness and sub consciousness, and requires a multidisciplinary approach of the team members who take care of the patient and cooperate with the members of their family. The base of the palliative approach is a relationship based on understanding, sensibility, empathy, flexibility, open and two-way doctor-patient communication and diverse communication in the social network. Communication in palliative care requires knowledge, competencies and skills in the peculiarity of doing that job, which is a difficult and demanding process. One of the most important and necessary skills in the palliative care communication is knowing how to hear and listen. It is a kind of listening where it is really important to show to the patient that you are really listening what he tells you, asks or feels. In the moment when medical procedures and interventions that include patients who suffer from terminal diseases do not show positive outcomes, the palliative care alleviates the human suffering. Through the implementation of palliative care, which is not recognized enough as a priority in the public health care, especially in developing countries, we could improve the quality of life of patients and members of their families.

Keywords: communication, palliative care, education, patient, family

UVOD
Palijativnu skrb najbolje određuje definicija Svjetske zdravstvene organizacije iz 2002. godine: „Palijativna skrb je pristup kojim se bolesnicima suočenim sa smrtonosnom bolešću i njihovim obiteljima unapređuje kvaliteta života. Čini to sprječavanjem i ublažavanjem simptoma sredstvima ranog otkrivanja, procjene i liječenja boli te olakšavanjem ostalih psihičkih, psihosocijalnih i duhovnih problema“ /1/. Obuhvaćanjem navedene definicije i njenih postavki doprinosi se iznimnoj važnosti dobre komunikacije i bliske potpore zdravstvenih djelatnika. Velik broj istraživanja pokazao je da je učinkovita komunikacija između davatelja i primatelja ključan čimbenik u pružanju kvalitetne zdravstvene skrbi /2/. Dobre komunikacijske vještine važne su za sve zdravstvene djelatnike, a osobito za one koji se brinu o pacijentima koji se suočavaju s terminalnim bolestima. Nikada nije lako priopćiti vijest o dijagnozi i/ili prognozi koja će pacijentima priopćiti nadolazeću smrt /3/. Zapravo priopćavanje takve neželjene vijesti se smatra pravom umješnošću uzmu li se u obzir objektivna težina situacije uzrokovana gubitkom bliske osobe i psihičkom strukturom zdravstvenog djelatnika koji u takvo stanje nije uključen samo profesionalno. Naime, i po svojoj čovječnosti odnosno svojim sudjelovanjem u

određenoj situaciji participira, tj. osobnom proživljava radost života i težinu smrti. Provođenje dobre informiranosti bolesnika podrazumijeva zadovoljavanje bioetičkih predispozicija. Ljudska se komunikacija općenito događa zbog uspostavljanja i održavanja odnosa, podučavanja, učenja, uvjeravanja druge osobe u neki vlastiti stav, radi ostavljanja dojma, pokazivanja srdačnosti i prijateljstva, dobivanja informacija, osiguranja ili zaštite, radi zabave. Bez obzira na povod i svrhu, komunikacija omogućuje prenošenje obavijesti o nama samima, o našim intelektualnim, emocionalnim i društvenim osobinama i namjerama. Ona dovodi do neke vrste rezultata, dobivenog namjeravanim ili nenamjeravanim učincima. Komunicirana poruka može biti shvaćena kao izvorno zamišljena ili nekako drugačije. U komunikaciji se može ići tako daleko da se i odsustvo komunikacije ponekad može shvatiti kao poruka.

KOMUNIKACIJA I PACIJENT

Informiranost pacijenta zahtijeva odlučivanje do samog kraja života, uključenost u planiranje skrbi i podršku bližnjih koji će biti izvršitelji njegove volje u vrijeme kad sam sebe više neće moći zastupati. Očituje se volja, namjera, misli i postupci u verbalnoj i neverbalnoj komunikaciji, omogućava pravo na izbor kako živjeti ili umrijeti prema vlastitim vrijednostima, stilu i načinu života. Pacijenti odabiru mjesto i način skrbi, vrijeme i način smrti, primjenu medicinskih zahvata, postupaka, intervencija i želje koje bi voljeli da se poštuju. Naglašavaju da ne bi voljeli patiti, trpjeti veliku bol u trenutku smrti. Jedno od najvažnijih potrebitih vještina u komunikaciji u palijativnoj skrbi je znati čuti i slušati. To je vrsta slušanja u kojem se pacijentu pokazuje da se doista sluša ono što on govori pita i osjeća /4/. Svjesni su da moraju napustiti svoje postojanje i osjećaje koje ne mogu prenijeti, a osjećaji izazivaju strah od onoga što predstoji u trenutku smrtne tjeskobe. Otvoreno razgovaraju o pripremama za smrt i želji za prisutnost članova obitelji i drugih osoba za vrijeme umiranja. Poznato je kako je komunikacija u palijativnoj medicini izrazito težak i zahtjevan proces i da bez dobre komunikacije nema ni dobre palijativne medicine. Zbog multidisciplinarnosti palijativnog tima, dvosmjerna komunikacija liječnik-bolesnik u palijativnoj medicini ustupa mjesto mreži raznovrsnih komunikacija. Ključno je prihvatiti ulogu svakog pojedinog člana tima upoznajući njegovu dinamiku, procese, odnose, ulogu i odgovornost. Nedovoljna poučenost o komunikacijskim vještinama vjerojatno je jedan od važnih razloga zašto zdravstveni profesionalci često izbjegavanja otvorene razgovore s oboljelima i njihovim obiteljima uz opravdavanje prezaposlenošću, manjkom vremena za duži razgovor, komuniciranjem u žurbi ili na bolničkom hodniku. Sve se to događa uglavnom zbog premorenosti, uplašenosti i zbog osobne nesigurnosti u komunikaciji /5/. Individualni pristup pacijentu omogućava procjenu koliko je osoba sposobna primiti informacije, prihvatiti ih, razumjeti i sabrano ih čuti. U komunikaciji umirućeg s članovima multidisciplinarnog tima zadržava se identitet osoba koje umiru, definira se što je za njih dobra smrt i u svom načinu življenja određuju okolnosti umiranja. Emocije treba uvažavati, prepoznavati uzroke i poticati na izjašnjavanje. Odgovori na njih karakteristični su za njihovu osobnost. Prognoza pacijentova stanja je procjena razvoja bolesti, mogućih ishoda liječenja, rizika primjene postupaka i intervencija i koliko dugo bolesnik može živjeti. Takav razgovor naporan i težak, zahtjeva jasnoću i razumljivost. Iziskuje dovoljno vremena za objašnjenja, kojima bolesniku pomažemo u prihvaćanju činjenica i prilagodbu na postojeće stanje, predstavlja najteži dio komunikacije s pacijentom u palijativnoj skrbi. Istraživanja su pokazala, kada se u poučavanju koristila metoda igranja uloga, što je za medicinske sestre bilo stresno, podiglo je njihovo samopouzdanje u teškim situacijama /6/. Uz informiranje o bolesti i liječenju kao najznačajnijem obliku komunikacije zdravstvenih djelatnika s bolesnicima, davanje emocionalne podrške također je važan oblik komunikacije. Tako se bolesniku omogućava izražavanje vlastitih osjećaja, povećava se njegov doživljaj osobne vrijednosti, smanjuje se osjećaj otuđenosti i tjeskobe, ispravljaju se pogrešna vjerovanja, predrasude i neznanje, smanjuje se stanje izoliranosti, bespomoćnosti i zanemarenosti /7/. Nesporazumi u komunikaciji ovise o pacijentovom prihvaćanju. Razumijevanje osobnosti i ponašanje pacijenta pomaže u pripremi i prevladavanju zapreka u komuniciranju, što doprinosi jasnoći komunikacije. Potrebno je koristiti strukturirani postupni pristup /8/ koji osigurava uspješnu komunikaciju. Tijek čitavog procesa potrebno je dokumentirati, zbog korištenja u budućim susretima, kako bi znali što smo priopćili i objasnili pacijentu. Komunikacija se u zdravstvenom stručnom timu dakle ostvaruje suradnjom u radu, koordinacijom rada i uspostavljanjem suradničke mreže. Jedan od njegovih glavnih ciljeva jest postići dogovor među različitim stručnjacima o najboljim mogućim rješenjima nekog problema na kojem zajednički rade. U odnosima s drugim stručnjacima potrebna je jednaka usmjerenost na cilj, iskrenost, empatiju, međusobnu suradnju te aktivno slušanje i poštovanje dostojanstva drugoga /9/.

KOMUNIKACIJA I OBITELJ

Nužno je zaključiti da su dobre komunikacijske vještine bitan preduvjet za kvalitetnu palijativnu skrb. Međutim, komunikacija se ne odnosi samo na interakciju između pacijenata i zdravstvenih radnika, nego i na međudjelovanje između pacijenata i njihovih obitelji, kao i na interakcije između različitih zdravstvenih radnika i službi koje su uključene u skrb /10/. Neizlječiva bolest člana obitelji mijenja način života, zbog duboke pogođenosti izazovima bolesti. Obitelj postaje primarni skrbnik, koji se mora prilagoditi zahtjevima razvoja tijeka bolesti pacijenta i dijeliti teške trenutke. Ona promatra i dijeli brigu koju pacijenti primaju, osigurava skrb za pacijenta i prima podršku zdravstvenih djelatnika u obliku informacija, savjetovanja ili praktične pomoći. Pacijenti imaju zahtjeve za fizikalnom skrbi i povećanim obiteljskim troškovima. Povećane potrebe za palijativnom skrbi i povećanim rizikom su obitelji u kojima se nalazi

umiruće dijete, gdje malodobno dijete gubi majku ili kada iza smrti ostaju djeca bez oba roditelja. Novonastala situacija uzrokuje promjenu dotadašnjih uloga i odnosa, navika i rituala, kako bi se pomoglo oboljelom članu. Način prilagodbe ovisi o osnovnim vidicima funkcioniranja unutar obitelji koji podrazumijevaju čvršću povezanost, prilagodljivost, komunikaciju i organizaciju. Obitelji u kojima članovi žive u skladu s jasnim ljudskim vrijednostima, uspješno komuniciraju i ravnopravni su prilikom donošenja odluka Svaka obitelj reagira sa strahom kod neizlječivih bolesti što pojačava međuovisnost članova /11/. Reakcija obitelji može biti zbunjenost, šok, nedostatak znanja i informacija o bolesti, a ponekad i stigmatizacija obitelji od osoba iz okruženja. Pod stresom članovi obitelji reagiraju, izbjegavanjem odgovornosti, suzdržanošću, napadom ili bijegom a u trenutku povećanja tjeskobe, reakcije nadjačavaju racionalne odgovore /12/. U situacijama kada su narušeni odnosi i uloge pokazuju neorganiziranost. Članovi pokazuju visok stupanj kronične tjeskobe, koja često potiče sukobe između njih i njihova okruženja, učestalo izražavaju negativne emocije i stvaraju konfliktnu obiteljsku atmosferu ili se zatvaraju u sebe, postaju bezobzirni, skrivaju svoje osjećaje, stvarajući oko sebe bezosjećajno ozračje. Obitelji svjedoči i sudjeluje u njezi pacijenta, ali i sudi o njezi koju pacijent prima. U ulozi pacijentovog zastupnika za njegu mogu sakriti žaljenje i krivnju, ako vjeruju da pacijent nije dobio najbolju moguću njegu. Takvo iskustvo bolesti duboko utječe na psihičko i fizičko zdravlje članova obitelji za koje se koristi termin „skriveni pacijenti“ /13/. Organiziranje obiteljskih skupova nudi pacijentu usmjerenu, obiteljski orijentiranu njegu koja zbližava pacijenta, članove obitelji i davatelja zdravstvenih usluga /14/. Očituje se bolja učinkovitost skrbi i poboljšanje komunikacije s pacijentima, članovima obitelji i članovima tima. Sastanke obiteljskih skupova treba bilježiti radi praćenja kontinuiteta pružanja palijativne skrbi svakog člana tima.

KOMUNIKACIJA I MULTIDISCIPLINARNI TIM

Tim stručnjaka ne donosi odluke umjesto pacijenata, već pomaže pacijentima u donošenju odluka, koje su u skladu s njihovim vrijednostima /15/. Velik broj odluka u palijativnom timu odnosi se na razne oblike liječenja i primjenu postupaka i primjenu zahvata s mogućim brojnim koristima i rizicima. Uključivanjem pacijenta u donošenje odluka ima pozitivni utjecaj na psihološku prilagodbu i stvara odnos povjerenja prema članovima multidisciplinarnog tima. Razvoj odnosa povjerenja i razumijevanja doprinosi osjećaju važnosti u partnerskom odnosu između pacijenta i liječnika, pacijent ima mogućnost otvoreno pitati za sve nejasnoće. Različitost procesa umiranja može biti uzrokovana osobinama ličnosti, spolom, dobi, specifičnošću bolesti, obiteljskim prilikama, socio-ekonomskim uvjetima, kulturološkim normama i duhovnošću. Svi navedeni čimbenici predstavljaju izazov specifičnosti komunikacije u palijativnoj skrbi. Palijativna skrb zahtijeva učinkovito korištenje komunikacijskih vještina tijekom bolesti pacijenta i u razdoblju žalovanja obitelji. Djelotvorna komunikacija koja sadrži vjerodostojnost, osjetljivost, suosjećanje i empatiju, pomaže zdravstvenim djelatnicima u podršci pacijentima i njihovim obiteljima /16/. Antički grčki liječnik i najistaknutija ličnost medicine Hipokrat rekao je: „Mislim da je najbolji liječnik onaj koji ima predostrožnost objasniti pacijentu, prema vlastitom znanju, sadašnju situaciju, ono što se prije dogodilo i ono što će se dogoditi u budućnosti“ /17/.

U trenutku kada se želi zaštititi pacijenta od realnosti njegove situacije, obično se stvaraju veće poteškoće pacijentu, članovima obitelji, njegovim rođacima i prijateljima te drugim članovima multidisciplinarnog tima. Motivacija ovakvog tipa ponašanja često je dobronamjerna, ali zataškavanje obično rezultira stanjem povećanog straha, anksioznosti i zbunjenosti. Dvosmislene informacije koje pružaju kratkotrajnu korist dok stvari idu dobro u biti sprečavaju prilike pojedincima i njihovim obiteljima da se reorganiziraju i prilagode svoje živote prema postizanju dostižnih ciljeva, realističnih nadanja i čežnji. Iskrena komunikacija čuva etičnost odnosa stručne osobe i umirućeg, priprema uvjete za nadvladavanje straha, izlazak iz usamljenosti i podjelu teških osjećaja, bolje suočavanje s umiranjem, pripremu za smrt, primanje neophodne psihosocijalne i duhovne podrške članova njihove obitelji /18/. Kako se smrt približava, prisutnost dobiva na važnosti jer se verbalna komunikacija obično smanjuje ili čak prestaje. Ostaje zajedništvo u tišini i mogućnost dodira. Zdravstveni djelatnici koji se brinu za pacijente pate jer ne mogu pomoći pacijentima u duhovnoj patnji na kraju života i u času umiranja. Raspravlja se o tome treba li umirućem potpuno otvoreno i cjelovito priopćiti dijagnozu i prognozu, priopćiti mu samo dio podataka ili ih zadržati za sebe. Dokazano je brojnim istraživanjima da bi većina liječnika željeli znati kakva je prognoza bolesti, u slučaju da se nađu u istoj situaciji kao njihovi pacijenti /19/.

Nikada se ne smije zaboravljati na oslobađajući učinak istine, ma kako ona bila gorka i teška. Ništa ne stvara toliko nepovjerenje, nesigurnost i neizvjesnost kod pacijenta kao pokušaj zaobilaženja istine, obmanjivanje, skrivanje informacija o njihovom stvarnom, objektivnom zdravstvenom stanju. Pri tome se smije zaboraviti i potreba svakog čovjeka da „uredi račune“ u vertikalnom odnosu, ali i u horizontalnim odnosima vezano uz nasljeđivanje materijalnih dobara, moguće praštanje, popravljanje određenih međuljudskih relacija, odnosno ako je pacijent religiozan moguće postojanje potrebe za konačnim uređenjem odnosa s Bogom.

Osjećaj nedostatka kompetencija u komunikaciji članovi tima pokazuju simptomima sagorijevanja i nedostatkom zadovoljstva. Zato u palijativnim timovima treba razvijati komunikacijske vještine koje pomažu u otkrivanju stavova, povećavaju svjesnost, razvijaju znanja i vještine, koje bi rezultirale većom efikasnošću u pružanju skrbi. Edukacija članova interdisciplinarnog tima dovodi do veće učinkovitosti u razmatranju troškova, razmjeni informacija, koordiniranju, funkcioniranju, dijeljenju etičkih vrijednosti, funkcioniranju i vrednovanju timskog rada /20/.

EMPATIJSKI PRISTUP U PALIJATIVNOJ SKRBI

Empatija je sposobnost da se s moralne točke gledišta promatra nečije ponašanje za dobrobit ostalima, uz urođenu potrebu pomaganja kod osobe koja pomaže. Empatija, kao interpersonalni koncept, u sebi sadrži specifične komunikacijske vještine koje bolesniku pomažu u kvalitetnijem razumijevanju, upravljanju i rješavanju simptoma. U neverbalnoj komunikaciji pacijent razumije kad je pomagač prema njemu topao iskren i empatičan. Međuljudski odnos, osim moralnog djelovanja, zahtijeva i stručan rad utemeljen na znanstvenim činjenicama /21/. Najveći je problem medicinskih sestara znati kada trebaju pokazati empatiju /22/. Simptomi su subjektivni indikatori koje bolesnik osjeća kao prijetnju, a procjenom karaktera simptoma i načina na koji utječu na stanje pacijenta postiže se sveobuhvatnije i cjelovitije razumijevanje iskustva simptoma umora, boli i dispneje. Simptomi su subjektivni indikatori koje bolesnik osjeća kao prijetnju, a procjenom karaktera simptoma i načina na koji utječu na stanje pacijenta postiže se sveobuhvatnije i cjelovitije razumijevanje iskustva simptoma umora, boli i dispneje, identifikacija strategija upravljanja simptomima sa što manje štetnih posljedica na pacijenta. Zdravstveni djelatnici imaju veliku važnost u neposrednom i osobnom kontaktu s bolesnikom koji je prožet razumijevanjem, ohrabrenjem i određenom toplinom, koja ublažava osjećaj otuđenosti i nehumanosti. U situaciji kada prate teško bolesnu osobu u njezinom procesu suočavanja teškom bolešću, trebaju ostati dostojanstveni, empatični i biti prisutni /23/. Razvijanje pozitivne emocionalne reakcije poboljšava suradnju i terapeutski učinak. Smatramo da su neke od najvažnijih kreposti za odvijanje uspješne komunikacije u terapeutsko-zdravstvenom odnosu između medicinskog osoblja i bolesnika pravednost, uvažavanje, poštivanje tajne drugog, raspoloživost, razumijevanje, brižnost, dobrota, ljupkost, dobrohotnost, ljubaznost, srdačnost, velikodušnost, nesebičnost, zahvalnost, darivanje, služenje, strpljivost i tolerantnost.

Važno je osposobljavanje zdravstvenih djelatnika za odnos ne simpatije, ne antipatije, već empatije sa svojim pacijentima, osobito umirućima. Uzme li se obzir da empatija obuhvaća stručnost, profesionalizam, ali i suosjećanje, takav uravnotežen odnos nije nimalo lako uspostaviti. Osobito što će se umirući pacijent možda susresti sa svega nekoliko takvih odnosa u životu, a liječnik ovisno o specijalnosti kojom se bavi, može ih proživljavati nekoliko, čak samo u mjesec dana.

ZAKLJUČAK

Nastojali smo ukazati na bitne elemente svojstvene komunikaciji u palijativnoj skrbi koji uključuju komunikaciju, primjenu individualnog pristupa pacijentu i uvažavanje holističkog pristupa u liječenju. Uključivanje obitelji u skrb pojačava izazove i složenost razmjene informacija u palijativnoj skrbi. Dobra smrt kombinacija je koja u sebi sadrži obilježja prirodnosti, kvalitetu života, upravljanje simptomima boli i osjećajima, individualnih vrijednosti, socijalne podrške, humanosti, dostojanstvenosti i duhovnosti. Dobra komunikacija između članova multidisciplinarnog tima i pacijenta temelj je palijativne skrbi. Edukacija komunikacijskih vještina provodi se različitim tehnikama i metodama poučavanja, i kontinuirano se provodi za sve primatelje i davatelje usluga palijativne skrbi.

Za bolje razvijanje palijativne skrbi potrebno je podizati svjesnost i stimulirati rasprave među stručnjacima u javnom zdravstvu i osobama koje predlažu i donose zakone /24/. Palijativnom skrbi poboljšava se kvaliteta života pacijenta i članova obitelji te povećava razina zadovoljstva u radu davatelja usluga.

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PHYSICAL ACTIVITY OF CHILDREN IN THE DIGITAL AGE

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Abstract
Examining motor skills in a sample of 252 junior school children in relation to the time they spend using the achievements of the digital age (computer, tablet, phone, tv ...) it was found that there was a statistically significant correlation between the time that you spend in relation to the sex of the baby at the level of r = 0.001 for the boys, and that the results of analysis of variance indicated that children who spend four or more hours using art digital technology has made the worst results in 6 of 7 motor variables, but with statistical significance in two tests- Hand tapping and Polygon backwards. The authors offer solutions to encourage children's activities using modern technology to motivate children to move around and engage in physical activity.

Keywords: digital age, motor skills, analysis of variance, physical activity

UVOD

Savremeno doba ne može se zamisliti bez digitalne tehnologije. Ona olakšava komunikaciju, omogućava povezivanje sa svim delovima sveta, donosi blagovremenu informisanost, unapređuje učenje, ali i zabavu dece. Po rezultatima nekih dodasašnjih istaživanja računari i mobilni telefoni razvijaju dečiju kreativnost, kao i sposobnost čitanja i računanja. Pored svih ovih prednosti, postoje li neki nedostaci koje nam je digitalno doba donelo sa sobom? Da li smo postali „robovi“ savremenih medija? Koliko smo upućeni jedni na druge i koliko vremena provodimo u druženju sa ljudima? Koliko vremena nasa deca provode u igri sa vršnjacima, a koliko igrajući igrice na računaru ili tabletu? Po rezultatima istraživanja najveću štetnost izaziva prekomerno igranje igrica, koje imaju negativan uticaj na pažnju dece, njihovo socijalno zdravlje i normalne navike spavanja. Zbog svega ovoga smatatli smo eoma važnim ispitati uticaj vremena koje deca provode uz digitalnu tehnologiju na njihov fizički razvoj i motoričke sposobnosti.

METODOLOGIJA ISTRAŽIVANJA

Predmet i cilj istraživanja

Predmet ovog rada je ispitati koliko vremena učenici prvog razreda osnovne škole provode koristeci dostignuća digitalnog doba i kako to vreme može uticati na fizičku aktivnost dece i njihove motoričke sposobnosti. Eksperimentalno istraživanje je sprovedeno sa ciljem da se utvrdi postojanje povezanosti provedenog vremena ispred TV, PC računara i mobilnog telefona u odnosu na pol učenika, kao i postoji li statistički značajna razlika među učenicima u motoričkim sposobnostima u odnosu na vreme koje provode koristeci dostignuća digitalnog doba.

Hipoteze istraživanja

Postavljena je ***opšta*** hipoteza: Vreme koje učenici provode uz digitalnu tehnologiju utiče na fizičku aktivnost dece i motoričke sposobnosti dečaka i devojčica.

Polazeći od zadataka istraživanja postavljene su sledeće posebne hipoteze istraživanja:

1. Ne postoji statistički značajna povezanost vremena provedenog ispred TV, PC računara i mobilnog telefona u odnosu na pol učenika
2. Postoji statistički značajna razlika u motoričkim sposobnostima dece u odnosu na vreme koje provode sedeći ispred televizora, PC računara i mobilnog telefona

Uzorak istraživanja

Tabela 1. ***Struktura uzorka prema polu***

Pol učenika	**Broj (N)**	**%**
Dečaci (M)	126	50
Devojčice (Ž)	126	50
Ukupno	**252**	**100**

Iz **Tabele 1.** može se uočiti da je uzorkom obuhvaćeno 252 ispitana deteta koji su učenici prvog razreda osnovne škole. Uzorkom su obuhvaćeni i roditelji ispitivanih učenika.

Broj ispitanih roditelja je 252 koliko je i testirane dece u ovim istraživanju.

Metode i tehnike istraživanja

Ispitivanje morfoloških karakteristika i motoričkih sposobnosti dece izvršili smo koristeći **transverzalni pristup**. Osnovni cilj transverzalnih istraživanja je da se prouči jedna pojava u istom vremenskom periodu, na različitim mestim i uslovima i na većem broju subjekata. (Banđur, Potkonjak, 1999:106)

U našem istraživanju koristili smo ***tehniku testiranja***: bateriju testova Gustava Bale, sa 7 testova motoričkih sposobnosti, koja odgovara uzrastu čije sposobnosti ispitujemo. Pri ispitivanju roditelja učenika i koristili smo tehniku anketiranja i skaliranja.

Merni instrument:

Baterijom testova Gustava Bale (2006) za procenu sedam motoričkih testova: Poligon natraške (koordinacija), Taping rukom (segnentarna brzina), Duboki pretklon na klupici (fleksibilnost), Izdržaj u zgibu (statička sila), Skok u dalj iz mesta (eksplozivna snaga), Podizanje trupa iz ležanja na ledjima (repetitivna snaga), Trčanje na 20m dash (sprinterska brzina).

– Analizom varijanse (ANOVA) ispituje se delovanje većeg broja faktora u većem broju grupa ispitanika. Njom se utvrđuje postojanje razlika između nekoliko aritmetičkih sredina, tj. da li su razlike statistički značajne ili su slučajne. (Gojkov i dr., 2005:17)

– Podaci prikupljeni upitnikom za roditelje su prikazani/ukršteni u kontigencijskim tabelama, a primenom χ^2-test utvrdili smo nivo značajnosti povezanosti između posmatranih obeležja.

Nalazi istraživanja su prikazani i odgovarajućim grafičkim prezentacijama.

REZULTATI ISTRAŽIVANJA

1. Koliko dugo u toku dana dete boravi gledajući televizor ili igrajući se na računaru?

Tabela 2. ***Vreme provedeno ispred TV, Ps ili telefona u odnosu na pol***

Pred tv i pc		**Pol učenika**		
		muški	**ženski**	**Ukupno**
0.5 h	N	10	16	26
	%	7.9%	12.7%	10.3%
1 h	N	45	68	113
	%	35.7%	54.0%	44.8%
2 h	N	52	38	90
	%	41.3%	30.2%	35.7%
3 h	N	17	3	20
	%	13.5%	2.4%	7.9%
4 h	N	2	1	3

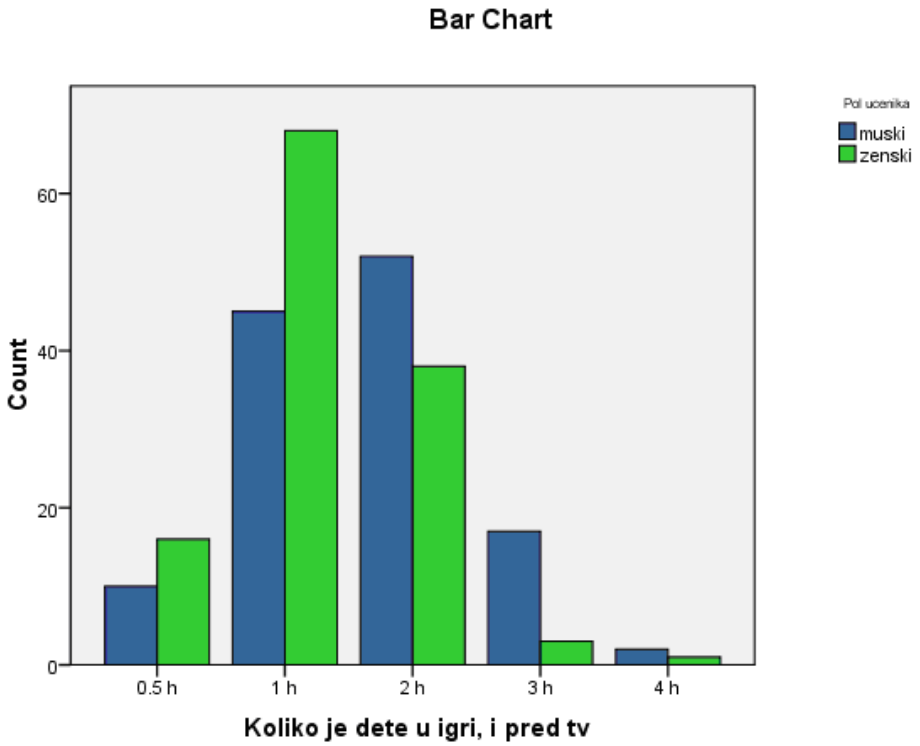
	%	1.6%	.8%	1.2%
Ukupno	N	126	126	252
	%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	p
Pearson Chi-Square	18.377[a]	4	.001

Povezanost vremena provedenog ispred televizora ili računara i pola deteta (**Tabela 2**.) za dobijenu vrednost H^2=18,377 je statistički značajna (r=0,001). 55% dečaka dnevno provodi više od 2 časa, dok 67% devojčica provodi 1 čas ili manje ispred televizora ili računara.

Grafik 1. ***Vreme provedeno ispred TV, PS ili telefona u odnosu na pol***



ANALIZA VARIJANSE: KOLIKO JE DETE U IGRI, ISPRED TV, RAČUNARA

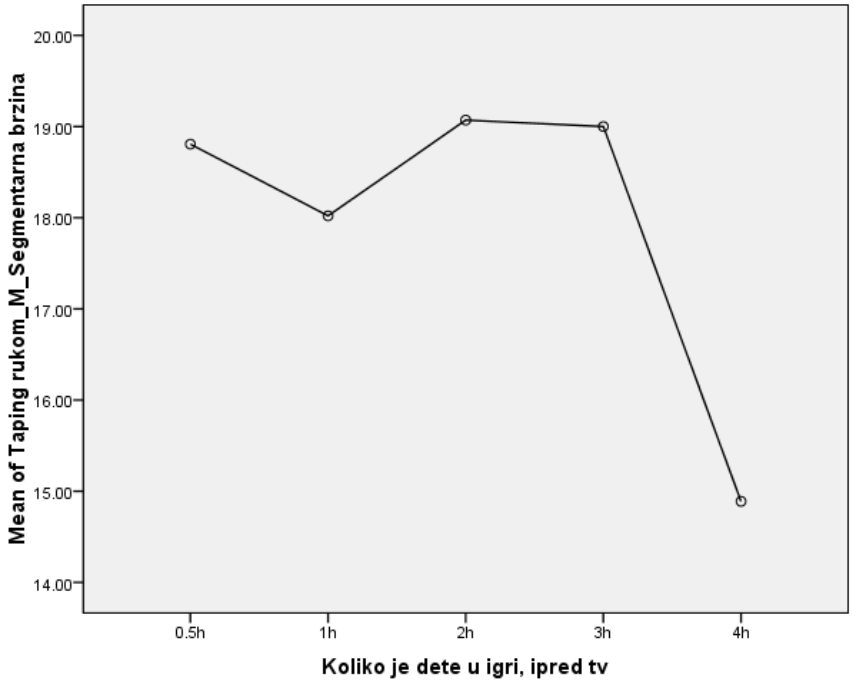
Tabela 3. Motoričke sposobnosti dece u odnosu na vreme provedeno ispred TV,PS,PHON

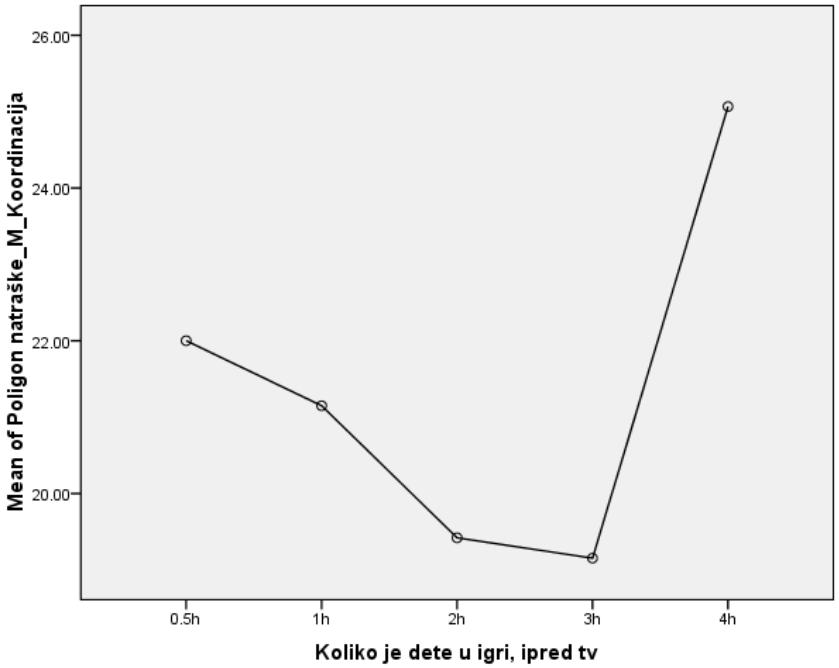
Var	1	2	3	4	5	F	p
TM	27.51	25.89	26.56	27.54	24.37	1.193	.314
TV	126.46	125.82	126.11	127.18	126.67	.331	.857
Seb	18.81	18.02	19.07	19.00	14.89	3.090	**.017**
Fl	37.90	37.98	38.51	38.08	32.33	.895	.468
Es	96.17	94.88	101.32	100.02	91.89	1.271	.282
Rs	16.90	17.32	22.33	18.53	15.83	.972	.423
Ko	22.00	21.15	19. 42	19. 15	25.07	3.715	**.006**
Spb	5.32	5.14	5.08	5.16	5.44	1.770	.135
Ss	9.40	11.49	10.36	11.96	12.62	.685	.603

Značenje kolona: 1.- 05 h, **2.** -1 h, **3.** -2 h, **4.** -3 h, **5.-** 4 h,

Značenje redova: TM-telesna masa, **TV**-telesna visina, **Seb**-Taping rukom, **Fl**-Duboki pretklon na klupici, **Es**-Skok u dalj iz mesta, **Rs**-Podizanje trupa iz ležanja na leđima, **Ko**-Poligon natraške, **Spb**-Trčanje na 20m dash, **Ss**-Izdražaj u zgibu

Rezultati analiza varijanse (**Tabela 3.)** pokazuju da ne postoji statistički značajna razlika rezultata telesnog rasta dece i vremena koje dete provodi gledajući TV ili igrajući igrice, ali je dobijena statistički značajna razlika rezultata kod dva testa motoričkih sposobnosti. Prvi test **Taping rukom** ima statističku značajnost na nivou r=0,017 u korist dece koja dnevno *provode 2 časa* ispred TV ili računara, a najlošiji rezultat postigla su deca koja provode dnevno 4 časa ispred TV ili računara. Drugi test sa statistički značajnom razlikom je **Poligon natraške** na nivou r=0,006 u korist dece koja dnevno *provode 3 časa* ispred TV ili računara. I na ovo testu najlošiji rezultat postigla su deca koja provode dnevno *4 časa i više* ispred TV ili računara.





DISKUSIJA

Povezanost pola dece i vremena provedenog ispred TV, PC računara i mobilnog telefona

Postoji statistički značajna povezanost (na nivou 0,001) između pola i **vremena provedenog ispred TV, računara i mobilnog telefona**, tako da čak 15% *dečaka* (3% devojčica) dnevno provodi 3 ili 4 časa sedeći, a 67% devojčica (43% dečaka) 1 čas i manje.

Hipoteza-1 se odbacuje, jer postoji statistički značajna povezanost vremena provedenog ispred TV, PC računara i mobilnog telefona u odnosu na pol učenika

Zbog razvoja tehnike i tehnologije i savremenog načina života sa sedatorskim navikama ispitujući povezanost vremena koje deca provode ispred TV ili računara i pola dece uočeno je da oko 15 % dečaka provodi 3 i više časova **gledajući TV ili igrajući igrice** (što češće čine) u odnosu na devojčice kojih je 3%. Slične rezultate dobio je Ratković (2005), pa deci zbog opterećenja školskim obavezama ostaje 6 časova dnevno na raspolaganju. Pa ako od toga deca provode 4 i više časova ispred TV-a ili igrajući igrice, onda je stanje zabrinjavajuće. Poznato je da te aktivnosti negativno utiču na pažnju dece.

Motoričke sposobnosti dece u odnosu na vreme provedeno ispred TV, PC računara i mobilnog telefona

Deca koja provode svakog dana u proseku 4 časa postigla su najlošije rezultate u 6 motoričkih testova: Taping rukom, Skok u dalj iz mesta, Duboki pretklon na klupici, Podizanje trupa iz ležanja na leđima, Poligon natraške, Trčanje na 20m dash. Najbolje rezultate postigla su deca koji provode 2 časa dnevno u 5 od 7 motoričkih testova. Od ovih 5 testova (Taping rukom, Duboki pretklon na klupici, Podizanje trupa iz ležanja na leđima, Skok u dalj iz mesta i Trčanje na 20m dash) statističku značajnu razliku imale su vrednosti u 2 testa: **Taping rukom** na nivou (**p= 0,017**) u korist dece koja provode 2, i **Poligon natraške** na nivou (**p= 0,006**) koja dnevno provode 3 časa.

Kako su to deca koja provode 2-3 časa dnevno ispred računara (verovatno igrajući igrice) to je i neko optimalno vreme za **segmentarnu brzinu** ruku. To vreme od 2 časa omogućava im da brže usvajaju motoričke informacije i budu uspešni u **koordinaciji**.

Hipoteza -2 se potvrđuje, jer postoje statistički značajne razlike između između dece koja provode različito vreme ispred TV , računara ili mobilnog telefona.

ZAKLJUČNA RAZMATRANJA

Upozorenje za roditelje je da posvete deci više vremena i da im omoguće da se fizički angažuju, druže i komuniciraju sa drugom decom, jer je primetan trend izolovanosti i otuđenosti dece, kao i slabljenja socijalizacije i spontane igre među decom.

Ukoliko su deca i previše upućena na svoje „ljubimce"(telefone i video igrice) onda je korisno omogućiti deci da češće gledaju crtane filmove „Čarobni školski autobus" i „Avanture sa braćom Kret", koji svojim sadržajem edukuju decu i u funkciji su da aktiviraju i fizički pokrenu decu, jer ih pozivaju da ponavljaju pokrete kako bi se ostvarili željeni ciljevi. Deca vole da oponašaju pokrete glavnih junaka, a ti pokreti predstavljaju fizičke vežbe koje podstiču motoriku i deca ih primenjuju u svakodnevnoj igri. Posebno treba istaći crtani film **„Bo i drugari"** koji muzikom u najavnoj špici pozivaju na trčanje, ples i razne pokrete rukama i telom da bi se oponašale životinje i njihova kretanja (galopirajući konj, skakutavi kengur, vijugavi crv...) i tako deca pomažu Bou u planiranim zadacima.

Crtani film **„Hlapić sport"** kreiran je tako da uči decu sportove, njihova pravila i podstiče redovno i pravilno vežbanje kod dece.

Posmatrano sociološki i kulturološki sloboda korišćenja dostignuća savremene tehnologije su još uvek na strani dečaka, ali je preporuka roditeljima da povremeno osmotre šta je dečija digitalna preokupacija i da im ponude najbolje u cilju njihovog harmoničnog razvoja.

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PHYSICAL BASICS AND USAGE OF MAGNETIC THERAPY IN MEDICINE

Zmago Turk, Jože Barovič, Dragan Lonzarić, Lucij Borko
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Abstract
Authors describe physical basics of magnetic therapy, its influence on biological systems and usage in medicine.

Keywords: magnetotherapy, electromagnetic fields, biological systems, health

THE IMPACT OF THE INFRINGEMENT OF COMPETITION RULES BY PHARMACEUTICAL COMPANIES ON THE HEALTH CARE SYSTEM

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Abstract
Many health systems are on the brink of existence. This is the result of an aging population, the ratio of workers to pensioners, increasingly developed treatment options and other factors. This paper focuses on the loss of resources for health care systems due to violations of competition rules by pharmaceutical companies; this is by price cartelisation, resulting in higher prices for pharmaceutical products, production limitation and separation of markets, as well as the abuse of dominant positions in the national markets and transnational level. The consequences of blocking market entry of competing medicines result in significant overcharges for end-users, consumers as well as health systems, which are paying too high prices for medicines. While the pharmaceutical industry is booming (from 2003 to 2012 the world's 11 leading pharmaceutical companies made a net profit of 711.4 billion USD) many health systems are crumbling, final consumers are running out of funds for medicine, especially the elderly, who are the largest consumer of pharmaceutical products. Due to a concerted practice of wholesalers of medicine on prices and market shares in the Republic of Slovenia, which was identified by the Public Agency of the Republic of Slovenia for Protection of Competition, the infringers are threatened fines of up to 10 percent of their annual turnover, which will go into the state budget instead of to those who overpaid for medicines.

Key words: health care system, ageing of the population, infringement of competition rules, cartel, pharmacy.

EXPANSION OF PROMISCUITY

Damir Buković

Sažetak
Autor obrađuje temu ubrzane ekspanzije promiskuiteta kroz istraživanja slobodnog načina spolnog ponašanja malodobne djece, adolescenata i roditelja kroz razvoj spolnoprenosivih bolesti organa spolnoga sustava. Autor otkriva i dokazuje uzročnike upalnih bolesti u skupini bakterija, virusa,gljivica, protozoa, i svih drugih koji su specijalno patognomonični za organe spolnoga sustava bračnih i spolnih partnera te njihove spolnonezlostavljane djece, a posebno spolnozlastavljane djece unutar obitelji gdje je granicu zlastavnjanja i nezlastavljanja izuzetno teško odrediti. Autor posebno istražuje posljedice upalnih bolesti organa spolnog sustava unutar obitelji njihove djece i roditelja,te kasnijegrazvoja posljedično zloćudnih(malignih) bolesti i prethodne neplodnosti koje se mogu prevenirati pomoću odgovornog i istinitog spolnoga odgoja primjenom prevencije bolesti organa spolnoga sustava koja je sto posto učinkovita i tisuću posto jeftinija od lječidbene(kurativne)medicine. Autor takodjer istražuje pojavu spolnih bolesti unutar obitelji u bračnoj i izvanbračnoj vezi i u djece koja nisu spolno zlostavljana osobitim incestnim situacijama, kroz

slučajeve pedofilije roditelja, i vlastite djece unutar svojih obitelji, ekspanzijom promiskuiteta pojedinaca i društva u cjelini, nudeći povratak spolnoga odgoja, etike i morala u prevenciji upalnih i zloćudnih bolesti i zdravstvenih i životnih posljedica. Autor takodjer otkriva mogućnosti bez napred navedenih osobitih patoloških situacija preko upotrebe sanitarnih prostorija, ručnika, i kada, u kojima se najčešće neobavješteni roditelji s vlastitom djecom kupaju i time u najranijoj životnoj dobi uzrokuju pojavu infekcije organa spolnoga sustava i tako „zabetoniraju"probleme neplodnosti vlastite djece. Autor takodjer, kod roditelja istraživane djece mladje životne dobi (sedam i niže godina života) nalazi, i izolirao je iste mikrobiološke uzročnike kao i u roditelja s time da je u roditelja izolirano i do deset različitih vrsta mikroorganizama, prosječno sedam vrsti bakterija, od kojih su neki izolirani samo kod osoba slobodnog spolnog ponašanja i promjene partnera, a u njihove djece izlolirani su isti, i do tri takva uzročnika....Autor zaključuje kako čuvati odgovorno roditeljstvo primjenom tjelesnog moralnog i duhovog načina života i životnoga stila.

Ključne riječi: promiskuitet, spolno prenosive bolesti

IMPACT OF METALS (AMALGAM, GOLD, IRON, TITANIUM, ETC.) EMBEDDED IN MOUTH AND BODY

Božidar Rančić

Abstract

This problem in recent years has been the object of study of many world centers. To better enter into the phenomena and with certainty approach to natural lows that rule in this area of medicine, we need to observe the human body, not in parts, but as an organized system with laws that govern it. We need to accept the bodies of living beings as big macro polymers with their intermolecular energy or rather electrostatic potential. All living beings on our Planet as well as in the whole Universe are under the impact of two strong energies, that are endo and exo energy. First energy impact (endo) is derived from metabolism of sugar C6H12O6 (Krebs cycle) and this energy dominates as physiological body energy.

Second energy impact (exo) is influencing with it's different energy forms: wet, dry, light, dark, warm, cold, magnetic fields, radioactivity… For us, the Earth's magnetic field is of great importance. With this magnetic field, the intermolecular spaces are filled with fluctuating unsteady energy, which creates an electrostatic potential of the body and is essential for life correlations of the body. It is necessary to emphasize where the defense of the body from various harmful effects comes from. For example: oxygen taken by breathing reacts with sugar and decomposes it to carbon dioxide and water:

$C6H12O6 + 6O2 = 6CO2 + 6H2O + energy$

The released energy of the entire human body in minute amounts to around 75 amps. When the body is in balance means that the endo and exo energy are compatible. Electricity is released in the body in its provided genetic form. It than forms one defense layer, i.e. the magnetic field of the body (aura), which rejects other harmful magnetic fields that could jeopardize our ionic calcium and disrupt the normal movement of pulses. This phenomenon is explained by Coulomb's law which reads: two corresponding electricity bounce, and two different attract. With this brief explanation of the energy of living organisms and the formation of this energy, we can approach this scientific phenomenon to better understand and easier to realize the danger of incorporating metal in our body.

Neutral and electric teeth

Previously exposed explanations are important for the progress and development of modern medicine. It is necessary to respect these principles, to avoid various physiological disorders. Effect of metal embedded in mouth and body is to create micro-currents or rather galvanic effect, that behaves like a barren nerve impulse, resulting with different deformation of metabolism. Center Cetekor invented teeth that do not create, do not induce, do not conduct electricity, which is produced when chewing, and not polarize mouth. No contraindications were observed, they do not act as antennas that in front of TVs, computers, etc., collect ionized air, and charge body with electrons which leads to the destruction of ionic calcium by adding two electrons and converting it into insoluble calcium carbonate. Where it goes? This is what creates synaptic blockades as well as deformation in organism defense system. The lecture will be detailed expose of neutral teeth.

Keywords: teeth, metals, human body

THE IMPORTANCE OF ASSERTIVENESS OF A MENTOR FOR THE WORK WITH PHYSIOTHERAPY STUDENTS

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Abstract
Theoretical background: assertiveness is defined as the ability of a person to assert their rights without interfering with the rights of others. We have to understand it as a crucial communication strategy of physiotherapists, who enter into personal interactions with patients, colleagues and students. The goal of this work is to explore the characteristics of assertive behaviour and communication of physiotherapy mentors with their students at the study programme physiotherapy.
Method: A quantitative method has been used. Information has been gathered with the help of Rathus' standardised questionnaire about the level of general assertiveness (Rathus Assertiveness Schedule / RAS), as well as the Rosenberg self-esteem scale. The sample consisted of 73 physiotherapists, mentors of physiotherapy students at the Alma Mater Europaea, Evropski center Maribor. The data was statistically analysed with the SPSS 19.0 computer program.
Results: The results show us that the average assertiveness of a physiotherapist is a little bit on the negative side, while self-esteem is mostly positive. The self-assessment of assertiveness is (PV = -6,6), which means that the average results were in the area of non-assertiveness, while the self-assessment of self-esteem is (PV = 16,5), which is inside positive self-esteem on the Rosenberg scale.
Discussion: The mentor plays a very important part in the process of learning and teaching physiotherapy students. The chosen research subject is relevant because efficient communication with the key segment assertiveness, as well as self-esteem of the physiotherapy mentor is very important for the quality of work of every physiotherapy mentor.

Keywords: Assertiveness, communication, self-esteem, physiotherapist, mentor

ARHIVISTIKA I DOKUMENTARISTIKA U INTERKULTURALNOM POVEZIVANJU PODUNAVSKE REGIJE I EUROPSKE UNIJE

ARCHIVING AND DOCUMENTING IN INTERCULTURAL CONNECTING DANUBIAN REGION AND THE EU

ARCHIVES - TEMPLES OF THE MOST IMPORTANT AND THE MOST SIGNIFICANT INFORMATION

Jelka Melik
Slovenia

Abstract
Public or State Archives in a present society do not mean much to common people. Many people do not even know what their mission is and what role they have in the state. But the institution itself has a long history; the institution of archives is actually ancient institution. Term archive speaks by itself. The word came into modern languages via Latin word ARCHIVUM, this is from the Greek ARKHEION, which means a place or a building or structure intended for the preservation of important state documents. The plural term ARKHEA means public records, documents. Prefix ARH - Arhea - (in Greek Arkhé) means is the first, and main, supreme, above. The expression itself shows us that the word archive, archival or historical archives are not simply something that is old, but also (or even primarily) something of big importance. Important and fundamental. The significance which archives in today's democratic countries with the rule of law has grown mainly in the 19th century. Today's state or national archives in Europe should be on the one hand storage of important documents of the state, of the nation and citizens, and on the other hand a source for researches of the area. Archives are therefore relevant institutions of rule of law, indispensable guardians of human rights and freedoms. Their mission is becoming increasingly important, especially in times of harsh crisis in 21. century. Beside the needs of preserving national heritage for the needs of science, culture, legislation, administration and judiciary, and the protection of rights there will be demands for searching the truth in terms of coexistence and cooperation of Member States of the European family.

Key words: archives, archival legislation, human rights, archival records, legal protection

ARCHIVAL RECORDS OF THE COUNTRIES OF DANUBE REGION AND THEIR TASK FOR THE FUTURE

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Abstract
Countries of Danube region beside geographical proximity share a common history stored and preserved in the archives. One of the most painful moments of that common history is certainly the time of the Second World War, when the structure of the population of these regions has changed. This was the time of the expulsions, killings, violent confiscation of property, and many atrocities. Also in the Danube countries, this destructive policy implemented very consistently. It was also the time of cultural plunder, destructions of museums and libraries. Thanks to the archival records all those things can be proven. Archival records are necessary in resolving issues of restitutions and reparations. Many countries regulate their legislation in the direction of preventing recurrence and in an attempt to redress injustices and violated rights. This paper focuses on the presentation of key moments in the history of the Europe, especially of countries of Danube region, and on the consequences, which we are witnessing in the present. In resolving these issues archives have a key role. Therefore, it is necessary to unify an archival legislation, especially in European countries, as well as in the Danube countries, and reduce a political influence of single state, , because records that are produced today may be crucial in proving certain facts in the future.

Key words: archives, World War Two, confiscation of property, restitution, archival legislation

TOURISM, CHEESE AND…ARCHIVES! WHICH EUROPEAN PROJECTS?

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Abstract
The author underlines the difficulties for the archives to take advantage of the European projects both because of the small appeal of this cultural good and the difficulty in managing what is requested for the presentation of a project and also in coordinating archives belonging to different institutions. On the other hand, such opportunities cannot be left in a

scenario that is critical because of the lacking of human and economic resources and against the profitable results gained by the projects that have been approved.

Implementing successfully a European project is the dream of many archivists, caught in the vice-like grip, on one side, by the necessity to offer a high level service to always more demanding users and to valorise and safeguard archival goods - as they would like to do and as it should be done - and on the other side by the increasing lack of economical and human resources to carry out all this.
Archivists *loving* archives trouble around: they would like the documentary heritage to be more and more known, safe, studied, they make research tools to this purpose, mount exhibitions, organize meetings to discuss the matter, write lectures… and results at last come! In these years we have been facing a significant increasing of interest by the scholars crowding the lecture rooms, always getting narrow and narrow, they ask for consulting material that a reduced and older personnel can not move, they ask for digital high-quality copies that an outdated equipment hardly can reproduce…institutions ask for cooperation in initiatives that would really be a pity to abandon, but… strength fails! What to do? A European project, of curse! But it's not so easy!
Despite of some excellent result, we have to list many disappointments! Times schedule is very strict, and on the contrary getting in contact with the other partners need a long time and get more difficult because of the geographical distance and the linguistic differences, the documentation is heavy to be prepared, the companies offering themselves for helping in the preparation of the projects… want to be payed, and if the project is not accepted, where can you find the money to pay them?! The more serious the project is, the more time it requires, more meetings and resources to elaborate.
In the ad hoc meetings organised by the European Union I could take part in I met representatives from other countries interested in the archival field, and with great optimism we hoped to keep contacts having in mind the incoming announcement, but when it was published the very strict time was wasted in trying to get the authorisations from the different national authorities and in a frenzied change of emails, and a meeting would have better and faster sort out the misunderstandings and the diversities, but organising it would have need economical resources and… time! Inexperience? For sure! What to do, then? Learning[14] how to manage time schedules, balances, monitoring and a set of rules that if unattended can compromise the success of the work.
Knowing the opportunities that both at European and national level are offered, how to write a project susceptible to be selected, making it in order to get positive effects, all these are conditions requiring specific competences, new abilities, capacity of relationship. We must therefore add a new aspect to the professionalism, and this why the Directorate General for Archives obtained the financing of the project APQNET thanks the resources of the CIPE resolution n. 20/2004 for the implementation of a project of technical assistance and activities to support the policies and intervention tools made by the Italian Ministry for Cultural Assets together with the regional administrations of the underemployed areas.
The services and products foreseen in the implementation of the project meant a net of collaborators able to support the internal human resources of the two Directorate General in finding new project lines for the implementation of the archival and book sections in the making and writing of projects and initiatives for national and European resources implemented both at a central and local level, also in the frame of the joint programs between State and regional administrations.
By a selection of CVs a short list of experts was formed from which two profiles were selected, a senior with minimum 5 years of experience and a junior with minimum 2, that cooperated part time for 18 months with the Directorate General.
The action of the Archival Administration aimed to implement the relationship with the regional administrations via the APQ, where important funds are destined to cultural goods. As mentioned before, the State Archives played a minor role if compared with the other ministerial administrations. The relationship on the territory between the administration missed, not supported by general theoretical and practical guidelines. Also the participation in the European funds should be implemented, to begin with the General Cultural Programme by the European Commission for the years 2007-2013.
The main aim of the programme is to realize the valorisation of a common cultural space of the European people, linked by the same cultural heritage, from whose awareness the feeling of a European citizenship must raise.
The specific targets are: promoting the transnational mobility of the cultural operators; encouraging the transnational circulation of the artistic and cultural products; fostering the intercultural dialogue[15]. And also the opportunities given by other programs have to be taken in consideration, like the scientific projects for preventing, conserving and increasing the cultural heritage.
The difficulties mentioned before still are present: to arrange these projects one needs a monthly preparation, competitors are stronger and qualified, the resources, even relevant, must be distributed to a larger number of countries.

[14] Anna Pia BIDOLLI, *Le risorse straordinarie: la necessità di una nuova cultura progettuale per gli archivi*, "Il mondo degli Archivi", 2007, n. 2-3, http://www.ilmondodegliarchivi.org.
[15] Cfr. www.antennaculturale.it.

Therefore one must better commit her/himself on major and high quality works, involving for a long time a good number of partners; but these are the most difficult to implement.

We think it could be of some use giving here some examples.

Based on the principle of valorising[16] the past by looking to the future and the technologies, the project for a Multimedia Historical Archive of the Mediterranean Sea was introduced in Catania on March 4th, 2006. By the digitalisation and the description of the documents, it aims to gather in a common, multilingual on online usable digital space the documentary heritage of the coast countries.
Sicily is undoubtedly central in the Mediterranean area, both geographically, since it is the meeting point from Northern, Southern, Eastern and Western Mare Nostrum, and historically, since it has been a meeting and sharing point of all those peoples that during the centuries settled in the island contributing to its rich and many-sided culture.
Mr. Aldo Sparti's idea, at that time the director of the State Archives of Catania, allows to recreate and upload the archival heritage of those peoples that through the centuries shared the common cultural and geographical link of the Mediterranean Sea. The project, financed with more than 7 millions euro by the CIPE, is coordinated by the State Archives of Catania and is participated by 28 countries.
With common will and commitment, a specific portal was realized, linked with other websites giving information on the cultural heritage - not only historical and documentary but also monumental and artistic - and with the CIRMed (International Centre of Research and Documentation for the History of the Mediterranean Countries), invested with a central role in the scientific direction and cultural promotion of the whole project.

The State Archives of Cagliari[17] is the leader of the MINMED, Mines of Mediterranean Area as Cultural Deposits, linked to the millenary history of the mining activities in the island, that because of its peculiarity gained in 1998 the UNESCO award Geo-mining, Historical and Environmental Park of Sardinia. This projects was proposed to other Italian and European partners, with which a proposal of agreement was signed, previously authorized by the former Department for Archival anf Book Goods. The project was made in the frame of the INTERREG III - Western Mediterranean Sea (2000-2006), whose aim was to strengthen the economic and social cohesion in the European Union and in the Southern Mediterranean Sea area by fostering the cross-country, cross-border and interregional cooperation on one side, and a balanced development of the region on the other.
France, Spain and Portugal, responsible for the INTERREG III - MEDDOC decided unanimously to invest of the role of Sole Authority for Management and Economy the Italian Ministry for Infrastructures and Transports, as the General Regulations[18].
Particularly, by means of the volet of the INTERREG III and the transnational cooperation between national, regional and local authorities, the aim was a better territorial integration between European regions located in vast areas to get a long lasting, harmonised and balanced development in the Community and a better territorial integration between candidate and neighbouring countries. The project gathered regions of France, Greece, Italy, Malta, Portugal, Spain and United Kingdom.

The INTERREG program consisted of axis and areas of intervention. Area of intervention 1 of Axis 4 (Environment and valorisation of heritage) was dedicated to Safeguarding and valorisation of natural and cultural heritage; in this area also projects concerning archive could have been made.
The MINMED project aimed to valorise and spread the archival heritage, specifically those of the mining institutions and companies, by a census, an arrangement and a description made by the international archival rules and standards, and by the description standards ISAD(G) using XML hypertext together with DTD EAD. By this description system a multilingual support and many repositories available in the websites were organised as a part of a digital archive. With it was intended to encourage the exchange of experiences and deepen the study of methods and techniques of intervention for the development of abandoned mining sites starting from the archives, as custodians of the historical memory of the area that hosted them, and important evidence of the historical of a community.
A systematization and documentation of this action was accompanied by an exchange of experience and comparison with other Southern European countries (Spain, Greece) and in other Italian regions (Liguria and Valle d'Aosta), having the target of drafting the Guidelines for the design of integrated development plans of abandoned mining areas, where particular attention has been devoted to the description in order to valorise the mining archives.
The project also envisaged the development of a general program of remedial measures considered in the mining sites, in order to complete their development with proposals for action that include feasibility studies in the field of archives, but also architectural, environmental and landscape.

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[16] Santina SAMBITO, *Gli Archivi del Mediterraneo, un ponte fra tre continenti. Convegno internazionale (Catania-Noto, 4-5 marzo 2006*, "Il mondo degli Archivi", 2006, n. 2-3, http://www.ilmondodegliarchivi.org; Aldo SPARTI, *Presentazione del Portale www.archividelmediterraneo.org*, "Atlanti", 20(2010), pp. 277-286.
[17] Anna Pia BIDOLLI, *Il progetto MINMED. Le miniere del Mediterraneo raccontano*, "Il mondo degli Archivi", 2006, n. 1, http://www.ilmondodegliarchivi.org.
[18] cfr. www.interreg-medocc.org.

The State Archives of Cagliari[19] also took part in the project Monasterium, with the insertion of the church parchments on the portal Monasterium.net. The project was driven by a large consortium of academic and archival institutions in Central Europe, coordinated by ICARUS, and initially proposed the digitalization and edition of medieval and early modern documents from the archives of European church bodies, opening gradually in recent years to other documentation such as archives of nobility or parchment funds from various sources. The main target is facilitating the free knowledge of documentation, the circulation of historical knowledge and the use of new methods of research and teaching. The documentation, reproduced from high resolution photographs and free downloadable from the portal, are supported by extensive metadata like fact sheets, summaries, editions. The results are uploaded on the portal Monasterium (http://www.monasterium.net), a digital archive have been storing from 2002 about one hundred thousand documents, from sixty European archives. Monasterium represents for the State Archives of Cagliari a new and important piece of the large program of digitization of the documentary heritage, the project started in 1998 and continued through Imago Internum and Carstos (Historical maps of Sardinia) and the participation in the '@SMM (Historical Multimedia Archive of the Mediterranean Sea. All the projects are available on the website of the Archives at the URL: www.archiviostatocagliari.it.
The State Archives of Trieste after having participated in ad hoc meetings organized in March 2008 in Cividale, in Campobasso in the Fair of ideas in July and in Rovigo in AdriEurope in September of that year, and in a beautiful course organized by the Directorate General of Archives, seeing the extraordinary potential of these opportunities, decided to try to verify in practice what it could achieve.

- So has participated as partner in the project preparation PESA (Words and Flavours of the Adriatic), an Interreg with Slovenia which starts from the idea that cross-border area has for centuries been a crossroads of peoples and thus the meeting as well that collision point, between different social, economic and cultural currents of the Mediterranean and Central European area. The project set out to build a cultural event that promoted touring literature, visual arts, traditional products, music, historical archives with a focus on historical cadastral maps of the Habsburg era, as the image of a territory now belonging to different States.
- The State Archives of Trieste has also given its commitment to the BABEL project which was headed by the Molise Region and aimed at the Transnational Cooperation Programme South East Europe (SEE) which seeks to promote the regional integration process, and contribute to economic and social cohesion, stability and competitiveness through the development of transnational partnerships and joint actions on matters of strategic importance. In this context, the culture in general and archives in particular should stand as a "lever for development". The eligible area includes for the Member States: Austria, Bulgaria, Romania, Greece, Hungary, Slovakia and Slovenia, as well as Italy only for the regions of Friuli Venezia Giulia, Emilia Romagna, Umbria, Marche, Abruzzo, Molise, Puglia, Basilicata, the provinces of Bolzano and Trento, Veneto and Lombardia; for candidate and potential candidate countries Albania, Bosnia-Herzegovina, Croatia , Serbia, Montenegro; for the third countries: Moldova, Ukraine and Turkey. The State Archives was aimed at the historical presence of Slovenian and Croatian minorities in Trieste, as well as on the Italian presence across the border, with the aim of promoting better mutual cultural knowledge to be, through the archival memory, a "lever for development". Sectors of intervention could be spread, even on the web, data on population (Acts Austro-Hungarian Army military and / or owners of property taken from land sources) and / or territory where the technical documentation produced by offices in Trieste is stored; in the latter case there would also be a margin for promoting tourism.
- A third attempt was the participation as a partner in the project CEEMAP (Cadastral maps in Central-Europe), coordinated by the Archives of the Municipality of Budapest. The first project was stopped for a number of procedural problems and is still waiting for the final evaluation, the second and third were rejected, but I'm not for lack of a value. Discouraged? A little bit, but not defeated! The experience on these occasions will be useful to address new opportunities!

A word, finally, for the Culture Project. The program's overall aim is to contribute to the promotion of a cultural area shared by Europeans and based on a common cultural heritage, development of cultural cooperation between the creators, cultural players and cultural institutions of the countries participating in the program, in order encouraging the emergence of European citizenship. The program is open to the participation of non-audiovisual cultural industries, in particular small cultural enterprises, where such industries are acting in a non-profit cultural. The specific objectives of the program are to promote the transnational mobility of cultural workers, encouraging the transnational circulation of works of artistic and cultural products, promote intercultural dialogue. Unfortunately, the available funds for each project are limited, partners must six at least and archives are certainly not the most privileged cultural good.
A final consideration: the reduced number of lectures in this conference in Trieste on the theme of European projects, only eight, compared to many on the theme "Archives and Society": I do not think it is the sign of disinterest by the archivists, but of an objective difficulty!
So many expectations, so much hope, but very discouraged by the complexity of setting up the projects and the lack of interest, as too often happens, in relation to a difficult cultural good. Consequently, few successes and only for projects

[19] Anna Pia BIDOLLI, *L'Archivio di Stato di Cagliari e il progetto "Monasterium*, "Il mondo degli Archivi", 2011, n. 1, http://www.ilmondodegliarchivi.org.

of very large breath. With particular regard to the Interreg Projects that have economic and territorial dimensions smaller and manageable, the proposals in the "pure" cultural area are of type, I would say, "border line", midway between the promotion of typical products, the ethno-anthropological heritage tourism and attention to the "cultural" tourism.
In these projects fit, almost stealthily, also the archives, ranking as may be specified in the background, a sort of platform on which to represent cheese, dancing, singing, etc.. This is done following two strands: the image of the area with historical maps and the representation of people with the documentation, that is military data, cadastral data for property owners, school records, etc..
Tightrope walkers archivists, then, but perhaps this is in our DNA, used as we are to move between different and changing situations, to feel at ease, or almost, in the middle of ancient parchments and the digital files, always ready to face the new.

Summary
Being able to successfully launch a European project is the dream of many archivists who are tight like in a vise, on the one hand by the need to offer a quality service to users increasingly more demanding and enhance and protect the cultural archive, as would be proper and how they would like, and secondly by the increasing unavailability of financial and human resources to implement all this. The difficulties facing those who try to make a European project, however, are many: the time imposed by the calls are very close, by establishing relationships with other partners take a long time and are exacerbated by geographical distance and language differences, the documentation is challenging to be introduced, companies offering help to prepare projects need to be paid independently from the approval of the project or not, the archives are a less appealing cultural good. The large-scale projects are still harder to develop and manage, Interreg projects that would have smaller and more handly territorial and economic size, look in particular to the promotion of typical products and to the attention on ethno-anthropological heritage for "cultural" tourism. Nonetheless, some results have been gained among the most important projects: the State Archives of Catania (*Archivio Storico Multimediale del Mediterraneo)* and Cagliari (*MINMED* e *Monasterium*). Some critical situations are also showed in the Project Culture.

ELEMENTS OF THE PUBLIC FAITH OF DIGITAL COPIES IN THE ARCHIVES OF DANUBE AREA

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Abstract
In modern archival practice, we can follow different trends of digitizing of archival material. Digitalisation is usually base on certain technological requirements such as format files, resolution, colour depth, etc. These requirements are define in various international and national requirements. Until new technological solutions appears is theoretically not possible to add some new needs to this requirements. However, different archival professional problems arises in the segment of the public faith of digital copies of the original archival documents. They are mainly know from the point of view of their reliable transformation and related practical accessibility, usability, authenticity, integrity etc. In the study will be covered different archives, which are already providing accessible digital copies of archival material online. The analysis will perform from the user's point of view, and the results will be present in the conference paper.

Keywords: archives, digital copies, Danubian regio

DANUBIAN REGION AND ACCESS TO ARCHIVES

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Abstract
The European Danube macro-region includes 14 very different countries. They all have their archival service - national, regional, city and other Archives as professional archival institutions that keep and preserve archives. In the area of the Danube region archives are organized differently. In his paper the author tires to encourage the exchange of information on the activities and organization of the National Archives, as well as to present Archives that perform their activities in the cities that actually lie on the banks of the river Danube.
On the bases of the experience with the preparation of the Slovenian Archives Act and establishing the procedures of access and use of archives of former repressive organisations (mainly political police, state security service, secret

police, etc.) the author will present some experiences of the archives in some countries of the Danube Region they have in this respect.

Keywords: Danubian region, archives

DESCRIBING AND PROTECTION OF PRIVATE ARCHIVAL MATERIALS OF CREATORS OF WRITTEN CULTURAL HERITAGE OF MUSICAL PROVENIENCE IN SLOVENIA

Katarina Kraševac
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Abstract
As part of the call for proposals for the selection of cultural projects in the area of musical arts (JPR-GUM-2012), the author was awarded for the first time a working scholarship in the area of musical arts that includes the history of music, archival science and written cultural heritage of musical provenance. Based on past experience in the area of arranging, describing and handing over the archives (of Slovenian composers-creators) to appropriate institutions, the project serves as a starting point for an expert research on Slovenian cultural heritage of musical provenance as well as a starting point for setting long-term goals for a systematic arrangement, description and storage of documents and archival materials crated by people that are active in the area of cultural heritage such as musical arts. The area of private documents and archival materials is not systematically regulated (such as arrangement, description, and storage in adequate institutions) that is why it is up to individuals to take care of such archives. Documents can quickly be destroyed due to inadequate handling. The heirs also rarely have appropriate attitude towards their heritage. The creators are unaware of the value of their archives, that is why it is very important to have knowledge on how to cooperate with the creators. When the archives are adequately arranged and described, the creators can easily decide on how to store the archives in the future or on whether to hand them over to adequate institutions. By arranging, describing and adequately storing the archives, the creators' work in the area of musical arts can be considered diverse in its content both home and abroad. Moreover, it can increase the knowledge on Slovenian cultural heritage in the area of musical arts. The creators that decide to take that step, thus set an important example for their colleagues since, in Slovenia, there is very little awareness that materials of musical provenance are adequately stored, protected and accessible in archives.

Keywords: private archival materials, cultural heritage

ACESS TO SLOVENIAN ARCHIVES AND ARCHIVAL MATERIAL FOR PHYSICALLY DISABLED PERSONS

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Abstract
The Universal Declaration of Human Rights states that all human beings are born free and equal in dignity and rights. One of these rights is the right of everyone to seek, receive and impart information and ideas through any media. These rights are taken for granted by healthy people, so with this paper I want to investigate how these rights can be exercised equally by people who have the status of persons with disabilities due to illness or injury. In this article I will focus on physically disabled persons. In regional archives and Archives of the republic of Slovenia I shall check the possibility of access to the premises (mainly to the reading room and toilets) for physically handicapped persons. I will also develop proposals to improve accessibility of Slovenian archives and archival material for physically disabled people.

Keywords: access, archive, disabled

HISTORICAL DEVELOPMENT OF ARCHIVISTICS AND ARCHIVAL PARADIGM

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Abstract
Today the major importance of archival institutions is unquestionable, however, our society has often been unaware of it and has not taken it into account as it should. An endless number of authors underlined the significance of archival institutions as our collective memory and the related importance of the archival work. Jacques le Goff speaks about »politics of archival memory«. The major consequences of »politics« of archiving on the social memory were also noted by Milan Kundera, while Jacques Derrida in his essay »Archive Fever« (1995) explicitly points to the major importance of archival institutions for society.[1] Archivistics became an independent science in the second half of the 20th century when it was also defined as such. Hermann Rumschöttel places at the beginning of modern archivistics the work of Adolf Brenneke and Wolfgang Leesch »Archivkunde« from the year 1953.[2] Among the archival manuals of the new science we can also find two works of Jože Žontar, PhD (Arhivistika 1973 in co-authorship with Sergij Vilfan, PhD, and Arhivistika 1984).[3] Whereas in the 70's archivistics was divided into narrow and broad archivistics – the first studies all the tasks performed by archival institutions and the second one analyzes specific specialists works – today the most adequate definition of the discipline seems the one expressed by Hermann Rumschöttel at the Congress in Sevilla (2000). The field of archival research was covered in three points: research on archives as an institution and its organization, research on archival material as documentary and information material and research on archiving as an activity performed by the archives, all three researches in the past, present and future. Among the real subjects of today's archivistics the most important are structure, assessment and processing of archives, terminology, all of them in consideration of modern information and communication technology. The topics of special interest are the issues of duties of archival institutions in the digital communications period and also of their future position in the information processes cycle. The answers to those questions are very pluralistic, the same as interdisciplinarity in the very core of archivistics. We speak about a close relationship with other disciplines, among which the top place certainly belongs to history[4], administrative sciences, informatics, in certain aspects also library science, documentation sciences.

Keywords: archives, development

QUALITY OF ARCHIVAL INFORMATION SYSTEMS AND THEIR IMPACT TO THE AFFECTIVE AND FASTER ACCESS TO ARCHIVES

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Abstract
The information generated by professional archival work and keep in archival material are basic tool of archival work, which means that the credibility and quality of them is of great importance both for archivists and users that use this information. Authentic and quality information are those where there is no doubt about their credibility and reliability. Therefore, in the creation and selection of information we must be mindful of the fact that they must be reliable, valid and appropriate. Due to the different types of information that serve different purposes, they have different quality and reliability. The issue of quality of information is in some ways a very slippery area and is an issue for which there is no absolute truth. In many cases it may be something that is really for me, for you untruth and nonsense. The quality is very subjective notion. "Quality Information" is actually the value information have to its user. According to the fact that archives are increasingly opening their doors to the public, the latter expects to find the relevant information in the Archives. Therefore, the presentation of the material is becoming increasingly important. Development in all areas, especially in the field of information technology has also led to major changes in access to archives held by the public Archives. To retrieve data users are no longer strictly tied to a visit to the archives, where they can obtain the professionals help, but can now obtain information via the Internet. A large amount of information is stored in archives. Information are constantly changing, repairing and revising, as well as new records are continuously emerging. It is a living environment that is undergoing constant changes and additions.

However, if the users when visiting Archives can rely on a professional staff, which usually is familiar with the material and is able to provide accurate information, they have to rely to themselves when obtaining information from

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[1] Terry Cook, Archival science and postmodernism: new formulations for old concepts, Archival Science 2001, No.1, p. 3 fol.
[2] Hermann Rumschöttel, Die entwicklung der Archivwisenschaft als wissenschaftliche Disziplin, Arhivalische Zeitschrift, 2000, p. 15.
[3] Žontar is mentioned by Rumsschöttel, above quoted work, p. 15. Similar quotations by other authors: Pirkko Rastas, Manuals and textbooks of archives administrations and records management, RAMP study, Paris, UNESCO, 1992, also in Manuals and textbooks available for archival training.
[4] Michel Duchein, Clio et'l archiviste: mariage indissoluble ou union libre? In: Miscellanea in honorem Caroli Kecskemeti, Brüssel 1998, p. 131-142.

archival databases via the Internet. The search can be carried out only if the appropriate data are entered into the database. In the case of unsuccessful searches they are not be able to turn to professional help, as via the Internet it is not guaranteed. To retrieve information from the database, it is essential that the data is rich and consistent equivalent, which means that all of the records in the database must have the same structure. Beside that, we have to create mechanisms, like headings, that will help us to retrieve the data. The Slovenian regional archives are constantly striving to provide our usrer's high quality, objective and useful information. We strive to imply principles of quality information to the each stage of development of information, including planning, creating, collecting, maintaining and disseminating of information. In doing so, we strive primarily for the creation of high-quality database in which users could obtain relevant information.

E-OBRAZOVANJE I ŠKOLA BUDUĆNOSTI

E-EDUCATION AND SCHOOL OF THE FUTURE

COGNITIVE THEORIES OF LEARNING AS THE BASIS FOR DIDACTIC METAPROGRAMMING

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Abstract
I have introduced the notion of *didactic metaprogramming* on account of the need to "go beyond" stiff and formed by the behaviouristic tradition ways of educational programming. In accordance to notional understanding of the prefix *meta-* which means: beyond, after, above, including, among, according to, indicates sequence or variability of something. It is accepted in informatics that *metaprogramming* – is a technique which allows a program to create or modify the codes of other programs (or their own) during their operation. Hence a didactic metaprogram is one that includes functions of all student and teacher programs, creating a consistent hypermedia educational space. It is possible thanks to the use of hypermedia.

Keywords: didactic meta-programming, cognitive theory, constructivist theory, hypermedia

1. Place of hypermedia in didactic processes

Carried out analyses, regarding an evolution course of psychoeducational learning theories in relation to the development of information theories from the behaviourism through humanistic theories up to cognitive theories (cognitive-constructivist), indicate the need to comprehensively (complementary) encompass learning and teaching theories during the modelling of hypermedia educational programs (Walat, 2009). Nowadays, there are no evaluative questions asked regarding any theory, since the search for a homogeneous theory, without taking into a consideration multidimensionality of human psyche is recognised as failure. Individual human psychological concepts accept one or some of dimensions of its essence. The search for optimal solutions in the scope of hypermedia educational programs modelling and optimization should be based on educational and methodological complementarities of individual conceptions and forms regarding the pedagogic conduct. It is justified by a variety of education aims and content as well as diversity of students' characteristics and experience.

Having analysed the conceptions which were the basis of educational systems reconstruction, it can be stated that behaviourism determined the range and possibilities of learning automation while humanism attributed a superior part to the conscious orientation of those processes towards the values believed in and aspired to by man (orientation to individual maturity), finally cognitivism brought in activeness and constructivism independence into processes of reality cognition.

The basic teacher's role is to control educational processes (in a didactic literature it is described as management). Describing a teacher's role as a subject that manages a student is not aimed, from the information theories point of view, at determining the possibilities of their physical elimination from the system and replacing by a machine (computer), but it serves a purpose of better explaining those process mechanisms and a considerable broadening teacher's possibilities that is, those situations, events (and their parameters), which can be influenced in some ways. The point is, to recognize possibilities of educational processes optimization from the point of view of information theories and practical use of computers in specific educational situations.

Hypermedia didactic programs (HDP) is a new group of educational studies which, thanks to including messages based on different media, create a homogenous educational message, and their implementation has an interactive character. That is why a necessity arises to explain the *difference between hypermedia educational compilation and traditional compilation published in form of book?* The basic difference is that in hypermedia didactic systems every part of it is performed by a hypertext program, apart from that thanks to its interactivity, the emphasis is put on student's independent work. Those programs have many functions in educational processes which can be reduced to three main ones: cognitive-educational, emotional-motivating, operation-interactive

2. Cognitive and constructivist theories perspective of meta-programming learning

Few years after the end of the Second World War, in 1950s, there were many significant works on psychological concepts of a human based on the assumptions of cybernetics as the science of control. The accomplishments of Wiener (1950), Bartalanffy (1984) and Ashby (1963) resulted in including such notions as: *information, feedback, black box, control system* as well as other information and control theories into psychology. However, the basic notion remained was information comprehended in a quantitive form – as the measure to reduce uncertainty as well as qualitative - as the content with a specific meaning i.e. representation of a certain fragment of reality. The scope of works and studies performed by cybernetics theoreticians were processes of control i.e. processing information into operations modifying states of a given system. The effect relied on paying special attention at information processes of an individual, self-regulation, control and correcting measures mechanisms with regard to certain standards as the indispensible conditions for regulating processes. The turning point in thinking on mechanisms of human behaviour was the work of Neissera: *Cognitive psychology* (1967). The author proposed the conceptions of the active mind of an individual in the scope of cognitive processes (e.g. memory, attention, selection of information, processing information, solving problems), being contrary to the binding passive conceptions (associating). Cognitive psychology was treated as the science on functioning of the mind (Walat, 2013).

Kelly (1955) may include the following assumptions of cognitive psychology as a range of specific applications (Łukaszewicz, 2000):

1) People anticipate events, thanks to which, construct the replicas of the events, their images or reflections (assumptions of constructing); these replicas have been called personal constructs;
2) People differ in possessed constructs of events (assumption on individual differences);
3) Each individual shapes anticipating processes, however, the cognitive system includes ordered relations between constructs (organisation assumptions);
4) Cognitive system of an individual is composed of a limited number of dichotomous constructs (assumption of dichotomy);
5) Among dichotomous constructs, people choose this possibility which has a greater usability of the entire cognitive system (assumption of selection);
6) Personal construct is needed for anticipating only a given scope of events (assumption of the application scope);
7) Cognitive system is changing as people gradually create other images of events (experience assumption);
8) Variability in the cognitive system is limited, what results from the limited capability of creating constructs to accept discrepancies (modulation assumption);
9) People may use many constructs which are not agreed to each other (fragmentation assumption);
10) If two persons refer to a similar system of experiences, it may be anticipated that their behaviour will be similar (dividing assumption);
11) If a person influences creating a cognitive system of another people, it may cause emerging social behaviours in this other person (socialisation assumption).

The common feature of the aforementioned assumptions formulated by various directions in cognitive psychology, is that gaining experience relies on creating dichotomous (white and black, small and big, light and dark) representations of the reality. These representations have a dynamic character (experience is gained and internal compliance is greater). The content of these representations (constructs) results in human's behaviour. Generally, it may be useful to observe psychological assumptions of cognitivism:

1) An individual is not a reactive system, to the contrary – is an active system, independently and actively seeking information, collecting experience, building experience in their cognitive system. It may be claimed that an individual is not an active player who formulates hypotheses, collecting information, confirming or rejecting their expectations. This is a concept of a naive theoretician, naive researcher and thinker (Meadows, 1995).
2) Experience does not constitute stable data but also undergoes constant process of integration, generalisations; significance of particular elements is modified by the context in which they function (Nosal, 1990).
3) Human experience is a tool for a cognitive control over the environment and over themselves and used for anticipation, constructing expectations, action plans, formulating aspirations, causal explanation of events, understanding own behaviours and others (Bandura, 1969).
4) The experience system is not a strictly logical structure. It is constructed on many ways and the loftiness of described occurrences, their repeatability (Łukaszewski, 1974; Reykowski i Kochańska, 1980), order etc. may decide on the content of the cognitive system and the manner of its organisation (Rosch, 1973).
5) The system of experiences is not only a complex representation of reality. It undergoes constant changes, as a result of which there are images of other states of things: projects, visions, aims, ideals etc.
6) In the cognitive system, there is an internal affective and motivating mechanism that triggers a given behaviour. This mechanism is – generally speaking – desire to avoid discrepancies and aiming at compliance within a cognitive system (Abelson, 1968).
7) Human actions have a rational character, however, the notion of rationalism has changed many times. It has evolved from the conviction that human actions and decisions meet formal requirements, normative models based on classical logics, to convictions on the individual character of human rationalism, referring to an individual and group criterion of sufficiency in actions (Lewicka, 1993).
8) A normal (typical) state in each human is desire for constant enriching the structure of experience as well as aiming at eliminating unnecessary (excessive) diversity. Aiming at equilibrium between diversity and extending information resources is a basic determinant of a schematic structure of human experience.

In cognitive theories of learning, the basic thesis that any element may be remembered, if it has been included in a much greater, existing entirety – human is a separate and creative subject, who is capable of creating themselves (their competences, motivations and emotional maturity). Kozielecki (1995) writes that a human being is a system processing information and his behaviour, i.e. learning depends on the information flowing from the external world and internal information i.e. subjective cognitive structures. As the time of learning and manipulation of strengths in form of awards and punishments played a basic role in association theories, in cognitive theories, the basic meaning has a structure being a program regulating behaviour of a human, determining his cognitive, creative and action-based activity. The example of the classical cognitive theory – structural – is the theory of assimilation and accommodation by Piaget (1966).

The significance of knowledge and cognitive processes was emphasised in the works by Bruner (1964): a learner is capable to generate new knowledge and go beyond obtained information. Kozielecki (1995) defined the human mind as the reproductive and generative medium, a human being not only assimilates external information but can also create new ones.

On the basis of cognitive psychology the concept of constructivism has emerged, by means of excluding the results of research by Piaget, Wygotski and Brunera, achievements of artificial intelligence including: neuron networks, expert systems and databases. In constructivism, it is assumed that knowledge is a construction of human mind, which comes into being as a result of own and diversified activity. A human being not only acquires fixed knowledge (as a product) provided by others, but also constructs their own system of knowledge by undertaking various kinds of activity:

– Verbal (asking questions and formulating answers),
– Practical (conducting experiences and formulating conclusions and hypotheses),
– Intellectual (starting the processes and analysis and synthesis),
– Sensory (directed at noticing and remembering imaginary schemes),
– Receptive (listening and selection of acquired messages),
– Emotional (experiencing and dealing with stress).

In these situations, teachers play a role of a "mediator" – agent helping students to choose proper strategies of learning, manners of solving problems and self-acquiring of knowledge. In the role, the teacher and students may be supported by didactic (hypermedia) computer programmes which shall include the best didactic strategy of learning in a given situation, assisting a learner in his research approach to the world: observing phenomena, formulating hypotheses, conducting experiments and simulations and drawing conclusions. These actions are very often named constructionism relying on creating new structures of knowledge which may help others (students) not only remember a given fragment of reality but also provide their own subjective meaning. To a great extent, it is a natural desire of a human being: participants take notes during lectures, speeches. Even if they do not use the notes any more – only during the lecture – by means of taking notes, there is processing of provided information in a notion construct.

While creating notion constructs it is necessary to self-organise didactic programmes created on the basis of didactic meta-programming, according to individual psycho-physical properties of students. It is possible thanks to dynamic development of IT in the scope of hardware and software (including AI).

Conclusion

The didactic programming in the previous approach was limited to a creation of more or less developed „stiff" didactic programs: linear, branched and mixed. Only block programming (block-problem) and semi-programming have shown some possibilities to move away from education automation. At present, a new impulse for didactic programming comes from the research on artificial intelligence and neuronal webs. I think that there are two ways to use AI. One of them is a creation of computer educational programs with, so called, friendly interface that is, orientated to user's needs and capabilities, where the knowledge of a complicated code is not required. The other way to use AI, is the education individualisation. Multilevel didactic programs (including many „paths of learning") adapt „themselves" to the user's level of knowledge and abilities directing him from one educational level to another. The scope of knowledge a student already has is then avoided in favour of things he/she still has to learn. After an initial control and evaluation of the candidate's knowledge level he/she is directed on the right (individual) "path of learning". During this time the system tests student's knowledge and abilities in order to improve his/her individual learning model, determines the improvement and chooses the next learning path. In order to achieve that there can be established a *set of fuzzy rules*, which will combine tests results from a suitable decision determining and modelling student's individual learning path.

I would like to emphasize here a crucial role of the teacher as a „guide standing by", often directing a student and constantly modifying the program, giving to a student a sense of achievement (subjectivity and responsibility for actions).

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EDUCATION IN KYRGYZSTAN

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Abstract
Being in the spotlight, not only of Central Asia but of the entire Asian continent as well, Kyrgyzstan holds the key to global power's differing interests. Neighboring Kyrgyzstan are great powers with developed markets, democratic processes in public governance, free market relations, and the openness of the country - present the government with the need to choose a development strategy in view of the global and regional trends. The whole world is building a global information community, and high-tech and service industries are generating the maximal added value in the global GDP. That is based on knowledge, information, and human resources.

Keywords: education, higher education, the Bologna process, the educational system

With all the existing difficulties, Kyrgyzstan now has a more successful service infrastructure than neighboring countries; already the per capita number of Internet cafes in Kyrgyzstan greatly exceeds that of neighboring countries. Despite the existing drawbacks in our education system young Kyrgyz IT specialists work for the world's leading companies at home and abroad.

Education: The Main Instrument of Economic and Social Development.

Education is a business in the service sector with a large market whose customers include: the state, science, society, parents, and students themselves. In this case, the education system must be very flexible and susceptible to any changes in the national and international labor markets. While fulfilling the order of its consumers, the education system can also be a budget-maintaining sector of the national economy, if the nation's education policy is prudent.

Problems that hinder the development of education in Kyrgyzstan.

• *Lack of investment.* Kyrgyzstan now has a private sector in both secondary and higher education. Private education institutions are also good tax payers and employers, and they are also more open to innovations. However, for some reason neither the state nor donors fancy supporting education institutions. Educational institutions cannot afford bank credits because the terms are too high. While declaring support of the private education sector, the laws actually hinder its development. International experience has proven the efficiency of venture funds, and our potential donors should pay more attention to secondary, vocational, and higher education.

• *Education standards at all levels of the education system are conservative.* The concept of the term "quality of education" has changed. As information is rapidly outdating the education system must provide both academic knowledge and professional skills. However, existing education standards at all levels of the education system only list academic subjects and the hours designated for them. As a result, both secondary schools and universities produce young specialists that know something but can do almost nothing. The education standards do not reflect the competences graduates must have. The standards do not guarantee any result of education and do not even tell what it should be - they only reflect the education process itself. In this situation, universities tacitly deceive students, for they do not guarantee any professional competence, which does not make them successful in the labor market.

• *Monitoring and assessment.* The absence of methods of monitoring and assessing the output of education creates conditions for corruption. Corruption is an indicator of the transparency or non-transparency of monitoring and assessment procedures. Uncertain criteria and forms of assessment create favorable conditions for subjectivism. In universities, it is necessary to separate the procedure of academic assessment from professional competence. Academic assessment is done by Universities while professional competence and qualification must be assessed by an independent body.

• *Management in the education system.* Although the political system in Kyrgyzstan has significantly changed the management model still remains authoritarian. Free market relations and the wide range of customers of the education system demand a drastic change in the management system from authoritarian to corporate. Also, the values and norms of behavior must be compulsory for all workers of education institutions - from top officials to the lowest-level employees. That means that academic honesty must be an ideology in the establishments. Otherwise, there will be protectionism and corruption that will undermine the confidence in Kyrgyz diplomas both inside the country and internationally.

• *System of Financing and forms of ownership.* Public universities now have facilities and equipment that meet accepted standards, while all private education institutions are located in buildings that have been adapted to teaching purposes. Actually, all public universities have a mixed ownership form. However, payments from the state are not subject to the independent control of the universities. For better development, the universities need the right to spend money they earn and make up their budgets without interference from the Ministry of Education. A university budget must be approved and supervised by the University's Board of Trustees, and controlled by fiscal agencies.

Resolving these shortcomings will help the country gain a very effective and efficient instrument for economic, social and ideological development. We must not forget that education is the most important sphere, and neglecting it will result in a disaster.

What Kyrgyzstan needs to improve in its educational system? Kyrgyzstan needs a combination of talent, time and treasure. It needs to nurture more and more students. It needs to guide students in appreciation of entrepreneurship and public service that is based on core values that are democratic in nature. There is need to have more investment, external as well as internal into the educational system. It needs to spend a lot of time, systematic careful time on developing the educational sector.

Education enables people to see the strength in what others perceive as weakness or low value or waste.

Previously, we implemented such educational programs as "Bilim" (Knowledge) and the "21st Century Cadre", but without noticeable results. On one hand, we have created a large variety of educational institutions: from private schools to international universities. There are more than 200,000 university students in Kyrgyzstan now. On the other hand, however, we have not achieved the main result - to produce competitive specialists. So we are now set to improve the education quality and technical provision of universities.

Kyrgyzstan now has 33 public and 12 private universities, which unnecessarily teach many same professions. Some universities have not yet chosen a niche in the educational sector - that is the source of our problems. I do believe it distorts the point of Kyrgyzstan's education policy. Kyrgyzstan now needs highly qualified specialists in IT, biotechnology, and nanotechnology. Only handful universities can produce such specialists now. These are the Kyrgyz-Russian Slavic University, the Kyrgyz National University, the Kyrgyz Technical University, American University in Central Asia, and the Kyrgyz-Turkish "Manas" University. The Bishkek State University of Economics and Entrepreneurship is trying to compete in training the economists. All other universities, especially in the regions, mainly produce teachers for secondary schools.

The state intervention in the education policy requires strong budget support. Unfortunately, the budget spending on education still remains almost as low as in the previous years. For science purposes we have been allocated an additional three million som reaching $35 million in total. This is a meager amount equal to 0.12 % of COP.

An important step to eliminate corruption was the introduction, in 2002, of a nationwide test of university entrants. The result of this test is an independent evaluation of the knowledge of secondary school graduates, and is used to select students for budget (free) and contract (paid) groups at universities and vocational schools. Along with the nationwide testing, we have introduced a new system to finance public universities through public scholarship grants given only according to the testing results.

The National Testing project is by the Center for Educational Assessment and Teaching Methods (CEATM, the newly created Kyrgyz independent testing organization), with financial support from USAID and technical support ACCELS.

Independent and objective assessment, through the administration of the NST, provided fair access to university scholarships for over 20,000 students in 2002-2005. Tests are available in three languages: Kyrgyz, Russian, and Uzbek.

While the project is focused on fighting corruption and providing transparent processes, a significant accomplishment of this project is the nature of the pedagogical reform entailed. The assessment methods which are utilized elicit far more than just the student's capacity for rote memorization and factual recall (the standard assessment method in KR) and focuses instead on logical reasoning and skills assessment. This is significant as new approaches to education are needed in order to prepare students to work in a market economy and democratic society.

The number of part-time students is now by 5-6 times greater than the number of full-time university students, which is not good. For this reason, with the help of international organizations, we have started monitoring the knowledge of 2-to 4-year students. The Education Ministry and each particular university have started developing a strategic program, with an accent on the quality of education.

We are studying the experience of the United States and Western Europe. But we are making the first steps in this direction, taking into account the uniqueness and traditions of our people. This year we are going to start introducing international experience at 2-3 universities. We believe that all administration forms must be tried to create a competitive environment within system. With financial support from USAID, we are discussing a draft law, "On higher and post-graduate education." A similar law was passed in 1996 in Russia and in 1999 in Kazakhstan, so we lag behind.

Joining the Bologna process will become another mechanism to reform our higher education system, improve its quality, and integrate it with international education space. A pilot project is working to introduce a credit system, our universities have introduced a multilevel education system (bachelor's and master's degrees), and universities have been tasked to help graduates get employed by creating career centers. These measures will provide for the mobility of students and teachers and help to gain recognition of Kyrgyz diplomas abroad.

The Bologna Declaration is no big news for Kyrgyzstan, three universities –American University of Central Asia, International University of Kyrgyzstan and Kyrgyz Turkish University "Manas" are working under this program already. The

original purpose of the Bologna is to create the European Higher Education Area by harmonizing academic degree standards and quality assurance standards throughout Europe. It takes its origins back to 1999 when 29 Education Minister from European countries signed a declaration in Bologna (Italy).

The EU countries frantic of the upheaval caused by globalization and the challenges inherent in a new, knowledge based economy, set a new objective that of becoming "the most competitive and dynamic knowledge – based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion".

This, however, was opened up to other countries with total of 45 to date, and further governmental meetings have been held in Prague (2001), Berlin (2003) and Bergen (2005); the next meeting will take place in London in Autumn 2007. The process has to be finalized by 2010.

Kyrgyzstan is trying to catch up with the "Bologna Train". One leg is in there with rest of system lagging behind. Not all lost. From existing members most countries do not currently fit the framework - instead they have their own time-honored systems. The process has many knock on effects such as bilateral agreements between countries and institutions which recognize each others degrees. More quality and competence based approaches are introduced thus making the system more competitive.

From CIS countries: Armenia, Azerbaijan, Georgia, Moldova, Ukraine and Russia are signatories of declaration. Yet with many systemic problems the intention of the Kyrgyz Government is right to attain higher standards. The window will open, if properly handled not only to better education but better life.

We are working to improve the contents of education. We have revised the State Education Standards for universities and vocational schools. This was done with the participation of employers that checked whether the new standards meet the requirements of the labor market.

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" FLOATING EGG!?" HEURISTIC-PLANNED MODEL OF ANIMATED-SCIENTIFIC PROJECT IN 4TH GRADE

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Saţetak
Animiranom filmu ne treba motivacija za gledanje. Zato je zahvalan kao izvor učenja u razrednoj nastavi osnovne škole. Cilj rada je promocija modela heurističko-programiranog (razgranatog) učenja na primjeru animiranog filma sa direktnom manipulacijom animiranih sadržaja. Predstavljeni primjer animiranog ''znanstvenog'' zadatka, treba da potiče funkcionalno mišljenje učenika, a model je primjenjiv u svim predmetima razredne nastave.

Ključne riječi
Animirani film, heurističko-programirani model učenja, direktna manipulacija animiranih sadržaja, motivacija i široka primjena, funkcionalno mišljenje.

1. "ŠKOLA = DOSADA!?"

"Škola od svog postanka do danas, nije ispunila svoju osnovnu namjenu da služi životu!"
(Bil Gates)

Djeca u osnovnoj školi Srbije željna su promjena, obrazovne forme koje im se nude su nadvladane i frustrirajuće. Novi i suvremeni pristupi u učenju kao da se namjerno zaobilaze (?). U današnjoj školi, učenici se dosađuju - u njoj nema izazova! I dok se ideje naših inovatora (npr. metode Mense o funkcionalnom učenju implementiraju i primenjuju u velikom broju država Europe i svijeta), naša škola kao da se nalazi u *"začaranom krugu"*. U tom smislu i cjeloživotno obrazovanje učitelja,

mora ići u "korak sa vremenom, a ne da bude samo entuzijazam pojedinaca!"

E-učenje *(obrazovne igrice, animirani filmovi)*, dokazali su svoju obrazovnu, funkcionalnu i motivacijsku nadmoć u odnosu na tradicionalne forme učenja. Za to postoje brojni primjeri (www.ixl.com; www.brainpop.com; www.lilibi.si).

"Nastavni sadržaji "udenuti" u atraktivnu formu animiranog filma, dokazali su svoju superiornost u odnosu na klasične oblike učenja, gdje nikakva dodatna motivacija za rad nije potrebna. Na stranicama popularnog websajta BreinPOP (www.brainpop.com), predstavljeni su rezultati eksperimentalnog istraživanja i efekti primjene animiranih sadržina u učenju djece u komparaciji sa klasičnim metodama rada koje nisu uključivale ovakve sadržaje" (Hilčenko, 2011).

"Svjesni smo da većina djece vole video igrice, a neki istraživači ih smatraju moćnim alatom za učenje." Po Blak-u, (Black) *"efikasnost učenja putem* **manipulacije animacijom**, *ogleda se na primeru funkcionalnih odnosa. Učenici koji su učili na ovaj način, ostvarili su bolje rezultate od učenika koji su isto gradivo usvajali pomoću fotografija propraćenih tekstom, niza dijapozitiva ili filma. Naime, na rezultate učenja je od presudnog značaja imala aktivnost učenika, manipulacija djelovima animacije i učenja njihovih odnosa, a ne "nadmoć" tehnologije."* [24]

Kako bismo odgovorili na pitanje, šta predstavlja manipulacija putem animacije, pomoći će nam 4. princip - "predviđanje". Evo njegove biti:

"Predviđanje u animaciji označava razne prijeteće opasnosti - "nezgode", koje se najavljuju mnogobrojnim efektima. Tako npr. široko otvorene oči, zvučni efekti itd. "najavljuju" nekakvu prijeteću opasnost... Svakako, predviđanje može da se odnosi i na potpuno bezopasne radnje, ali koje se takođe "najavljuju" radi podizanja efekta cjelokupne radnje u animaciji. Medutim, ukoliko ovaj princip promatramo u okviru interaktivnog multimedijalnog edukativnog softvera, on se odnosi na akcije ili postupke neposrednog korisnika animacija. To od animatora i programera zahtjeva pripremu niza animacija koje će "pokriti" ili biti u funkciji svakog mogućeg koraka korisnika aplikacije" (Hilčenko, 2012a; 2012b).

2. HEURISTIČKO-PROGRAMIRANI E-MODEL ANIMIRANOG "ZNANSTVENOG" ZADATKA

Našu aplikaciju, predstavljeni model animiranog filma, nadogradili smo **heurističko- programiranim (razgranatim)** pristupom učenja.

Tako, kod **programiranog učenja**, gradivo se razbija na niz međusobno povezanih dijelova koje učenik zatim savladava sukcesivno, korak po korak. Nakon svakog savladanog koraka, učenik provjerava znanje i napreduje individualno, srazmjerno svom prethodnom znanju. Uspješno se mogu programirati čvrsto povezani i strukturirani dijelovi gradiva koji predstavljaju osnovna znanja koja učenik treba da stekne. Programirano učenje može biti **pravolinijsko** i **razgranato**.

Sa druge strane, **heuristika** kao znanost bavi se metodama i principima pronalaženja i otkrivanja novog. Heuristika obuhvaca metode i tehnike riješavanja problema, učenja i otkrivanja koji su bazirani na iskustvu. Heurističke metode se koriste da ubrzaju proces pronalaženja dovoljno dobrog rješenja u situacijama kada provođenje detaljnog istraživanja nije praktično. Primjeri toga obuhvacaju upotrebu raznih uopćenih pravila, informacijskog nagađanja, **intuicije i zdravog razuma**.[25]

Izloženi primjer, predstavlja logički zadatak pod nazivom: **''Jaje koje pluta!?''**, izbornog predmeta **Ruke u testu**[26]. Model heurističko-programiranog zadatka, riješava se u nekoliko (animiranih) koraka, koji implicitno i eksplicitno sadrže odgojno-obrazovne komponente (slika br. 1).

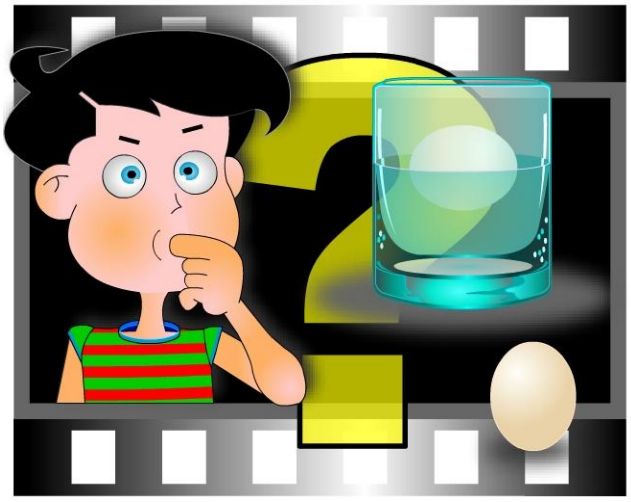
Tekst zadatka glasi:

Da li jaje može da pluta? Da(ne), dokaži?! Promišljeno biraj ponuđene prijedloge, a svoje odluke zapisuj u bilježnicu!

[24] www.edupoint.carnet.hr/casopis/57/clanci/1.html Ph.D. John B. Black, Teachers College, Columbia University (2nd International Conference on e-learning ICEL 2007). Posljednji put pristupljeno 20.02.2013.

[25] http://sr.wikipedia.org/wiki/ Poslednji put pristupljeno 21.02.2013.

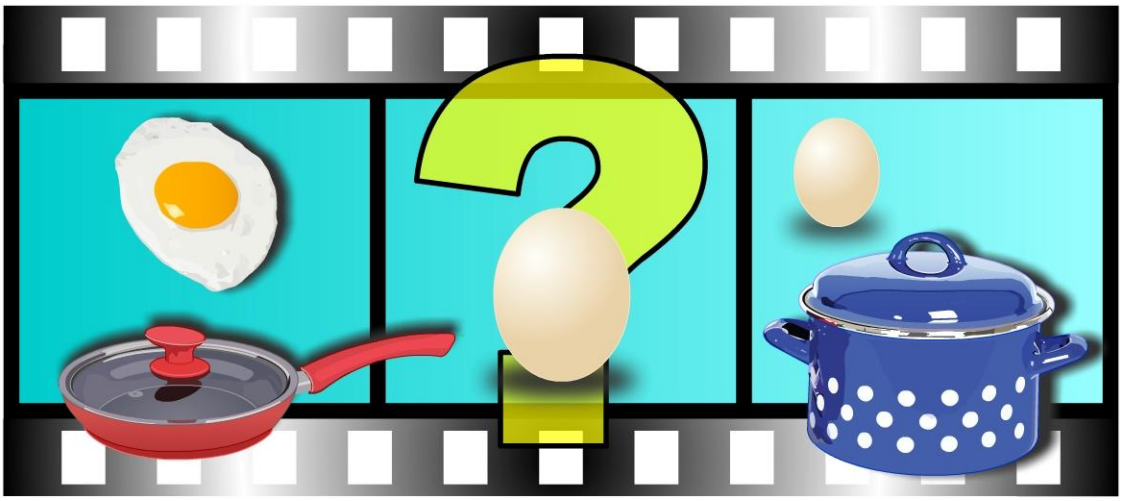
[26] http://rukautestu.vin.bg.ac.rs/?Page_Id=50 Posljednji put pristupljeno 22.02.2013.



(Slika br. 1: Početak animiranog heurističko-razgranatog "znanstvenog" zadatka)

1. KORAK. Dobro razmisli, pa odaberi jaja koje je:

a) pečeno,
b) svježe ili
c) kuhano.

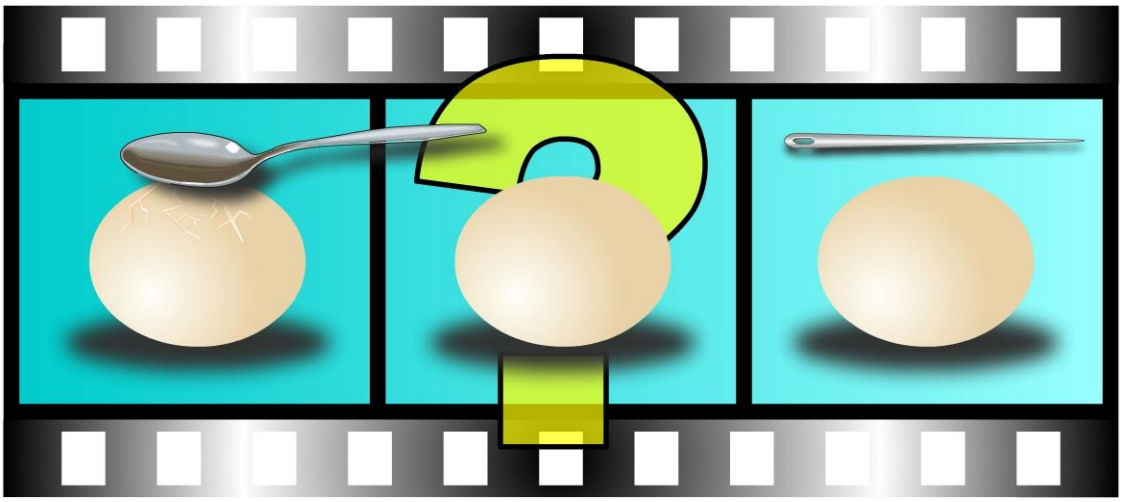


(Slika br. 2: PRVI KORAK)

U prikazu algoritma, **točan odgovor** je zatamnjen za čitatelja. Kod netočnog odgovora, učeniku se prikazuje dio animiranog filma koji ga vodi u "zabludu", a zatim ga upućuje na prethodni korak!

2. KORAK. Pažljivo razmisli! Jaje treba da je:

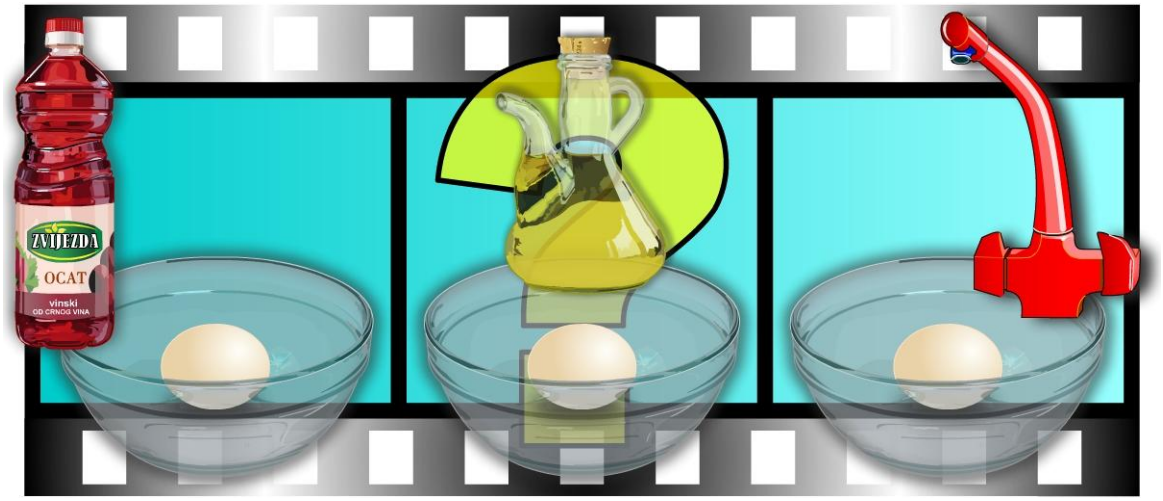
a) blago razbijeno,
b) cijelo,
c) probušeno iglom i ispuhano.



(Slika br. 3: DRUGI KORAK)

3. KORAK. U posudi u kojoj je jaje, treba ulijevati:

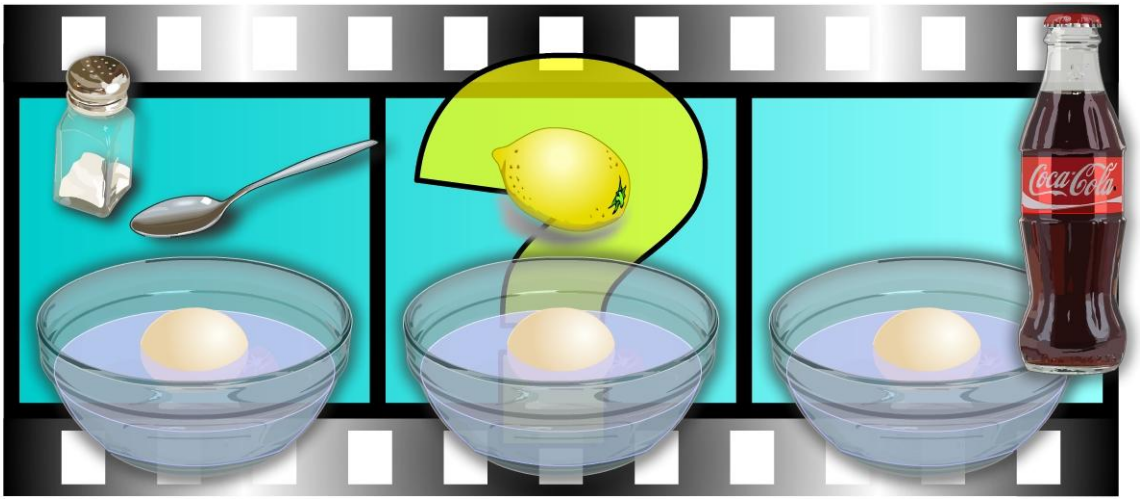
a) vinski ocat,
b) maslinovo ulje ili
c) vodu.



(Slika br. 4: TREĆI KORAK)

4. KORAK. U posudu sa vodom, treba dodati:

a) sol,
b) iscijediti limun ili
c) uliti Coca Cola.



(Slika br. 5: ČETVRTI KORAK)

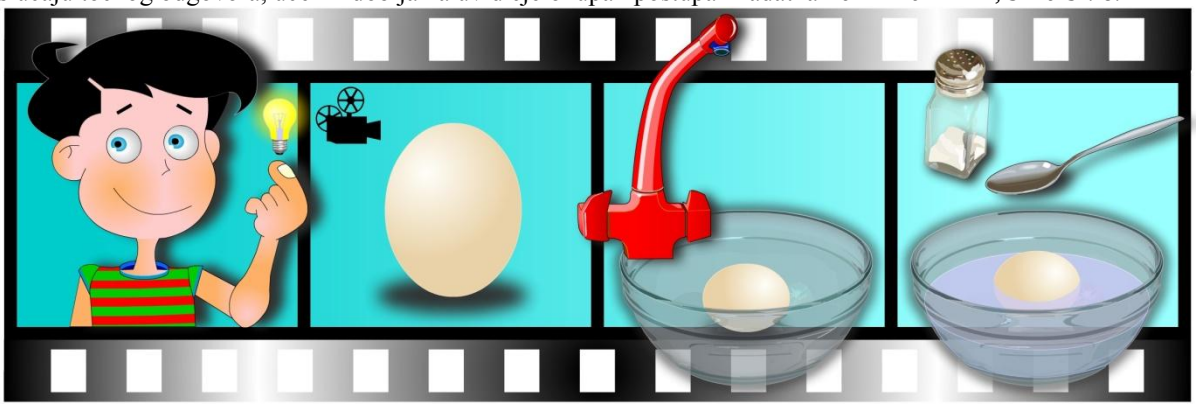
5. KORAK. Pazi! Pažljivo odaberi pravi odgovor kojim ćeš doći do riješenja zadatka:

a) Kada budeš stavio dovoljnu količinu soli u vodu, na jaje će djelovati sila potiska koja je jednaka težini tijelom istisnute tekućine. Dakle, tijelo potopljeno u tekućinu, postaje lakše za iznos težine istisnute tekućine. Ovaj princip omogućava čamcu da pluta na vodi.

b) Kada budeš stavio dovoljnu količinu soli u vodu, jaje će isplivati na površinu. Ono će plutati. Jaje pluta u slanoj vodi, jer je ona gušća od vode iz slavine.

c) Kada budeš stavio dovoljnu količinu soli u vodu, ljuska jajeta će se natopiti solju koja će kao "guma za plivanje", održavati jaje na površini vode.

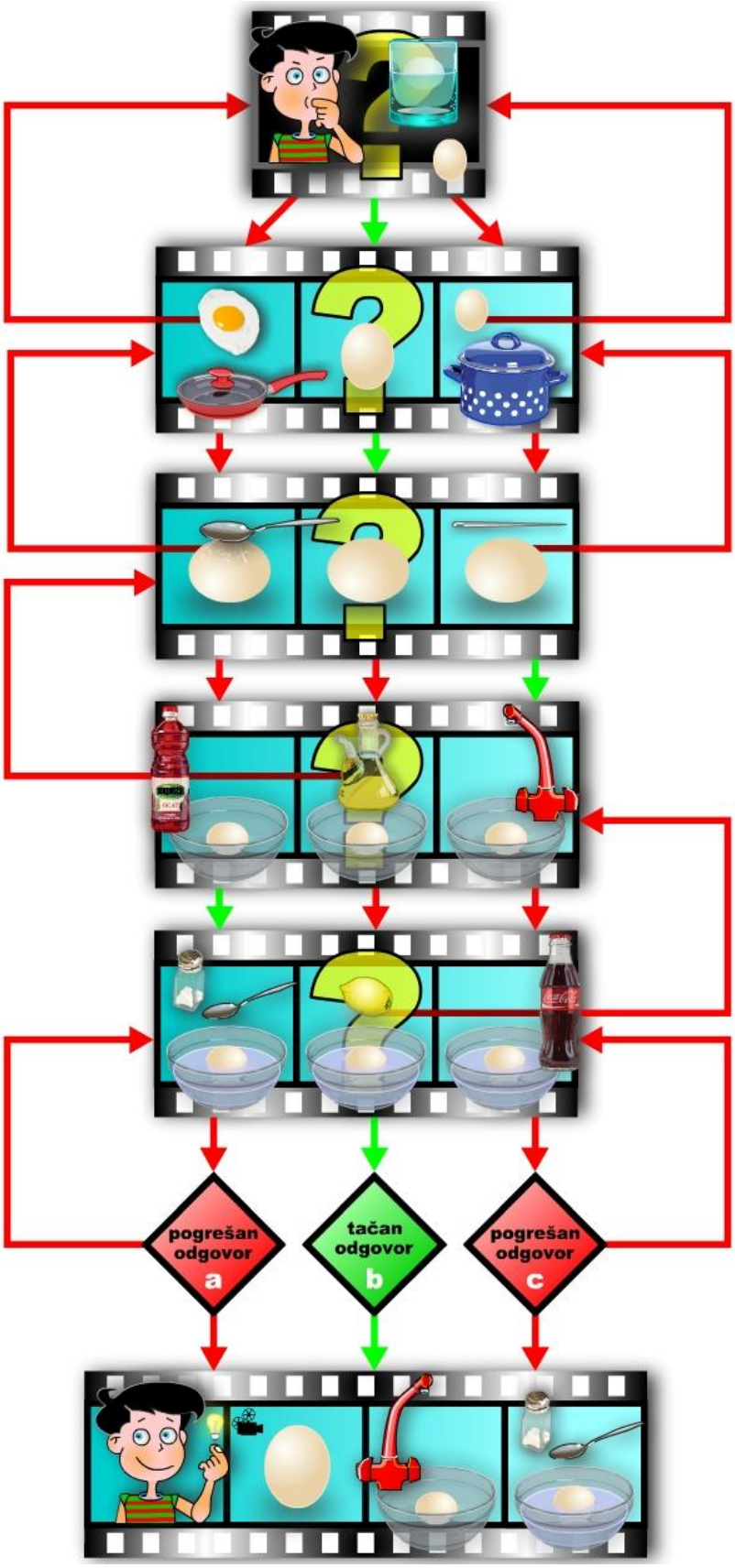
U slučaju točnog odgovora, učenik dobija na uvid cjelokupan postupak zadatka - animirani film, slika br. 6.



(Slika br. 6: Animirani film: prikaz riješenja "znanstvenog" zadatka)

📖 Napomena autora: *učenicima ćemo ukazati i na postupak provjere svježine jaja. Naime, kupljena jaja stavite u duboku posudu s mnogo hladne vode. Sasvim svježa jaja će potonuti na dno, a stara će plivati u vodi.*

Izgled sheme algoritma riješavanja heurističko-razgranatog "znanstvenog" zadatka, grafikon br. 1:



(Grafikon br. 1: sheme algoritma za riješavanja heurističko-programiranog zadatka)

Nakon riješenog virtualnog zadatka, treba pristupiti praktično-manipulativnom i eksperimentalnom riješavanju zadatka, čime se budi interes za znanost kod djece.

3. ZAKLJUČAK - PROBATI, NE KOŠTA NIŠTA!

Predstavljeni teorijski e-model učenja putem direktne manipulacije animiranim sadržajem i heurističko-razgranatog animiranog filma, trebao bi da bude posebno poticajan i da omogući individualno napredovanje učenika. Kako bismo ovo potvrdili, moramo ga prije svega razviti i testirati na uzorku učenika razredne nastave.

Nadalje, model treba da djeluje poticajno na funkcionalno mišljenje učenika, a kao takav je pogodan za usvajanje, utvrđivanje i provjeru znanja iz svih nastavnih predmeta.

Izloženi e-model, pogodan je za formiranje *"nizova"* filmova koji bi obuhvatili jedno ili više tematskih područja. Takvo učenje i rad, treba kombinirati sa praktično-manipulativnim, eksperimentalnim i dr. oblicima i metodama rada, što je uvjetovano metodičkim i materijalno-tehničkim resursima... dok sa druge strane štedi novac, materijal, prostor, vrijeme...

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CHECKING THE SKILLS OF STUDENTS WITH DIFFERENT METHODS OF TEACHING ON THE COMPETENCE-BASED CURRICULUM

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Abstract
In Slovenian elementary education, which includes children aged from six to fifteen years, a great emphasis on measurement and verification of students' knowledge is performed, but their skills are usually put out of the context. An instrumentation was made, which allows us to do observation on students' skills at cognitive, efficiency and psychomotor level. It is verifiable and transferable to other areas of education, where students skills are very important and are part of the evaluation. To observe the process and verify the achievement of skills a research strategy of triangulation was used, so that the situation in our research is illuminated from three different perspectives: the teacher – researcher, student and observer. In the experimental group, the following approaches were used: experiment, technical analysis and research approach. Training and demonstration of specific skills were carried out. Students have practiced and consolidated their skills. In the control group was no training for particular skill. It was established, that for students by achieving a degree of skill, depended on the use of specific teaching approaches. Greater level of progress was recorded by students at lower taxonomic levels, but is also depends on gender and preliminary assessment of science knowledge.

Keywords: generic competences, skills of students, methods of teaching, triangulation .

IMPLEMENTATION OF ELEMENTS OF FOLK CULTURE INTO PROCESS OF PRIMARY EDUCATION IN SLOVAKIA

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Abstract
Traditional folk culture forms a significant area for possibilities of creating positive values towards adherence of cultural heritage. A threat of globalisation, development of a consumer society and devaluation of spiritual and cultural values within our society requires original and effective solutions even within the process of primary education. There is no possibility to form and reinforce national awareness of pupils and develop their key competences without any knowledge of a region with is diversity and in a wide spectrum of typical phenomena, without any knowledge of history of the region and its cultural traditions. That is why the education of traditional values of folk culture becomes a part of educational processes. In our paper we mention partial results of the research aimed at implementation of elements of folk culture into processes of education in the primary education in Slovakia. The results showed that religious primary schools implement the elements of folk culture of local region more frequently.

Keywords: Traditional folk culture. Cultural heritage. Regional education. Primary Education.

Introduction

Traditional folk culture creates accentuated scope for the possibility of creating positive values to preserving cultural heritage, which is one of the most important constructs of national identity. Ondrejka /1/ stresses that, especially now that there is a culture of globalization, it is important to preserve the heritage of our ancestors and to preserve the distinctive features characteristic of our nation.

Folk culture can be characterized as a system of accumulated knowledge, behavior patterns and material and non-material products of human activity transmitted from generation to generation in a specific social class global society, people signed as folk /2/. Transmit the values of the past into the present life is a great challenge and inspiration. In this context, we will highlight some of the results of research aimed at spiritual culture implemented in 1998-1999:

- a gradual extinction of dysfunctional habits, habits stored in the encounter forms of innovation or renovation,
- increasing influence of institutionalized forms, but deepens the process of individualization of customary traditions,
- there is a leveling traditions and customs in rural and urban environments,
- improve of the share of churches and schools in initiating the renovation of certain customs and rites /3/.

Developing a learning culture that encourages innovation and values creativity is a challenge to every organization, including educational institutions /4/. In getting to know and the protection of cultural, spiritual and historical values the school is irreplaceable. By Trubíniová /5 / school is now generated sufficient conditions for the use of cultural values and national elements within education.

In forming the personality of the student is required to use traditional folk culture and art , and not to forget that the students became acquainted with the folk culture on a regional basis. In the educational area is also important to understand the social and cultural influences that determine human values and behavior, as well as develop the ability to be sensitive to the natural and cultural heritage /6/. Focusing on the folk culture and cultural competence of a teacher, Čellárová /7/ states that the teacher should be a „bearer of light ... cultural traditions of our nation, and thus effectively influence the development of knowledge, technical thinking, manual skills, ethics, aesthetics, skill, forces, but also should develop local, regional and national awareness of pupils".

Basis for the success of the development of traditional culture in schools can be considered dedication of teachers in this area, as well as their theoretical and practical training. Preservation and revival of traditional culture in terms of education is often the teacher's competencies. Therefore, we consider it important to seek answers to the question: Are teachers implementing elements of traditional folk culture in the educational process?

It is well known that national and cultural roots Slovaks found in Christianity. Part of the cultural heritage of the folklore culture and Christian values that underpin our cultural identity, an important source of historical awareness and education and at the same time an instrument of tolerance and civic cohesion and understanding between peoples. Education and training of patriotic, national and Christian traditions also with education for democracy and human rights is an important part of education in terms of profiling moral and at the same time technically competent and responsible citizen of the Slovak Republic /8/.

In forming the personality of the pupil in education for national and Christian traditions influenced to a large extent besides families and schools and cultural institutions, the media and the church. The Catholic school Conciliar Declaration states that „... the school's mission closely to try to hone intellectual skills, develop good judgment, familiarize themselves with the heritage, legacy of previous generations (transmission of culture), to cultivate a sense of values, to prepare for professional and facilitate mutual understanding ..." /9/. The nature of the Catholic school also follows one of the most significant elements of its educational project: the synthesis of culture and faith /10/.

Whereas the folklore culture is in all areas connected with Christianity, we focused on research comparing students of religious and other public elementary school.

Research

The aim of our research was to determine the probing current state of implementation of elements of folk culture into the educational process. The research was conducted in the months of February to June 2013. Primary research tools were questionnaires own provenance, which were forwarded to teachers and students in selected primary schools of church and state. Questionnaires, we mapped the state of implementation of cultural heritage, especially preparedness for the transmission of cultural heritage pupils, we also mapped the implementation folk elements into education, pupils' interest in cultural heritage and ways to upload a new generation of cultural heritage in the classroom.

Reserch Sample

The sample was composed of students of third and fourth year of primary school teachers of primary and post-primary schools. Criterion for the selection of the population in the file was the founder of the school. Public elementary schools in the competence of municipalities mentioned here as public schools, elementary schools founded by the Church incorporated by church schools. For research was used casual and quota sampling. The research sample consisted of 324 pupils, 164 pupils of public schools and 160 pupils of church schools. The sample consists of teachers consisted of 49 teachers, including 30 teachers of the first stage of public elementary schools and 19 teachers of the first stage of church primary schools.

Research Findings

Although most researches are aimed at comparing schools in urban and rural environments, our research is focused on the comparison of the level of implementation of elements of popular culture in terms of the founder of the school. Due to the limited extent of the contribution will only appear selection of collected data and our basic findings.

We have verified the following hypothesis:

H1: State and church schools will differ in the implementation of elements of folklore culture into the educational process

In the verification of the hypothesis we are more focused on implementation of folk dance, play an instrument and traditional folk crafts in the educational process. For this reason we have established other sub- hypotheses:

H1a: We assume that students of religious schools in the educational process often brought into contact with folk dance than public schools.

H1b: We assume that students of religious schools in the educational process are often brought into contact with playing musical instruments than the pupils of the public schools.

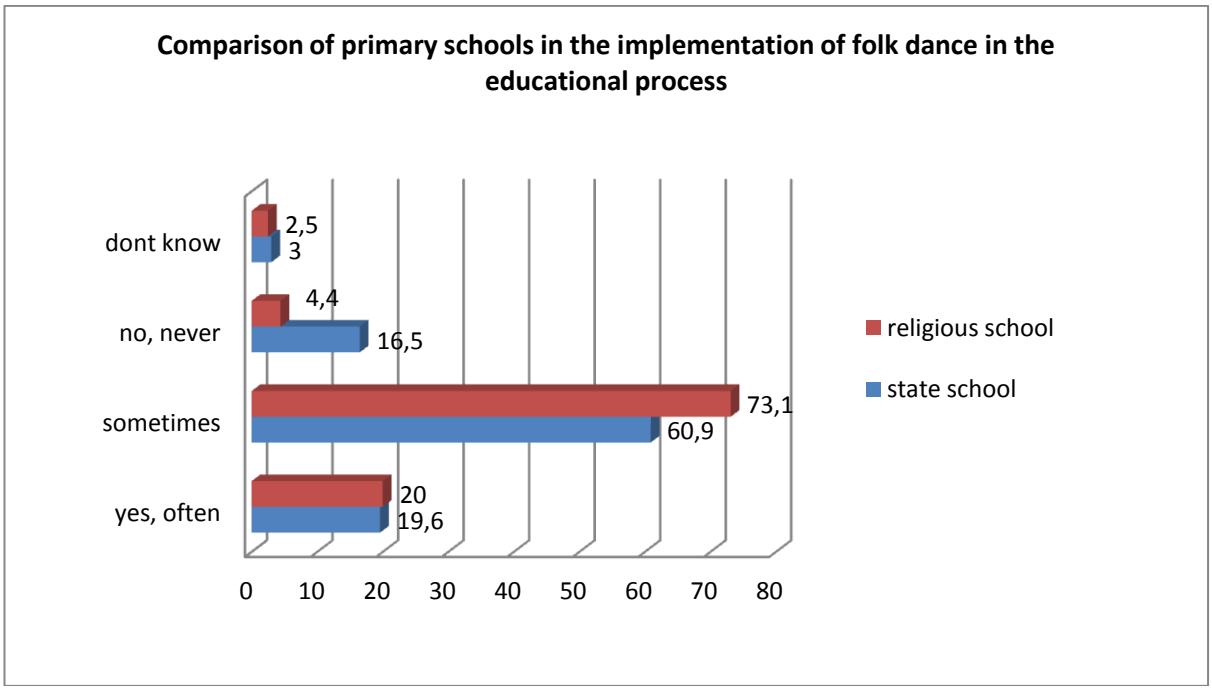
H1c: We assume that students of religious schools in the educational process are often brought into contact with the teaching and implementation of folk crafts students than public schools.

Music has in traditional culture huge importance. Musical expression, which is based on the use of melodic-intonational or metric-rhythmic elements can fill learning folk songs, folk musical instruments and various folk dances of the region. In this context, we focused on the implementation of the folk dance and playing a musical instrument in the educational process.

Hypothesis H1a: *We assume that students of religious schools in the educational process are often brought into contact with folk dance students than public schools.*

Folklore dances represent musically linked, solid form movement, which leveled off in different species and types of dance, functionally tied to cultural traditions and aesthetic sensitivity rural environment. Dance with music, songs and games form a single organic line that forms the backbone of the ceremonial occasions and in corporate entertainment. They have ceremonial or humoristic function /11/. Place for folklore dance offered in the educational process in primary education in particular school subject music education and physical education, as well as optional subjects within the school educational system. We wondered how often is the folk dance implemented by teachers of primary education in the educational process. Graph 1 shows the results.

Graph 1 Comparison of primary schools in the implementation of dance in the educational process in percentage terms



Source: Authors contribution

p= ,171

$\chi^2 = 6{,}408$

$\chi^2 = 6{,}408$; p>0,05 (p= 0,171)

p = 171

$\chi^2 = 6{,}408$

The value of the Pearson chi-square test with 4 degrees of freedom is equal to $\chi^2 = 6.408$ and p = Significance was reached ,171

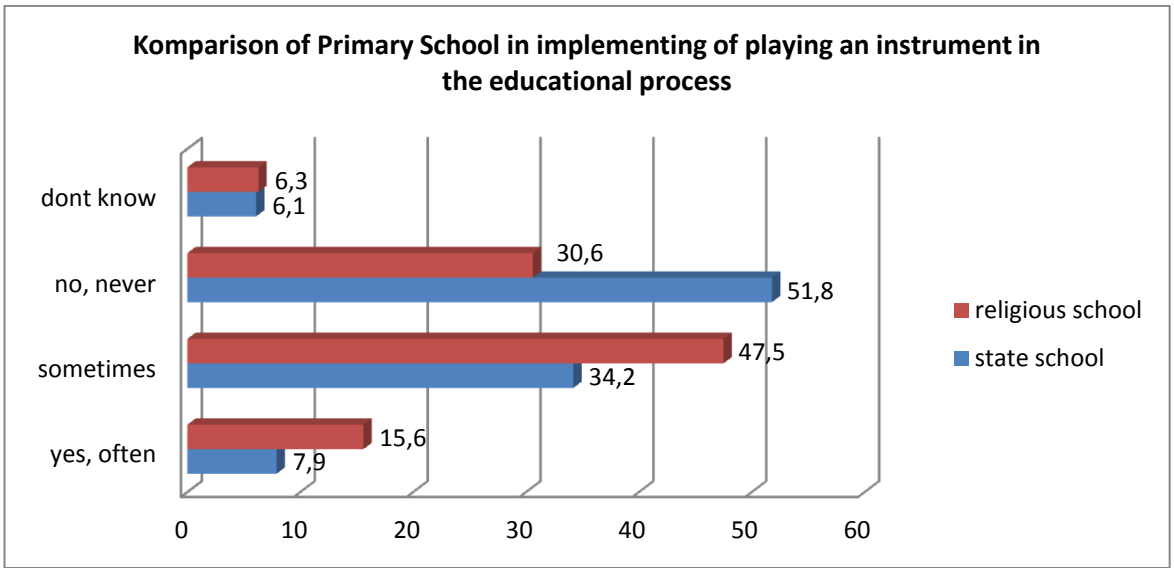
In the religious and state types of schools was found no significant difference in the implementation of dance and dance elements into education. Most often it is only sometimes in the educational process, both in terms of the educational process, both in state and in religious schools , but it is more often in favor of religious schools. **H1a hypothesis was not confirmed.**

It must be remembered that folklore dance is an opportunity for students to combine movement with joy, which can lead to dedicating folk dances not only in the educational process, but also in their free time. Through folk dance and dance expressions can also develop national awareness among students, but also to form a positive attitude towards physical activities. Appeals to especially nowadays, when the physical activity of children and youth downward trend.

Hypothesis H1b: *We assume that students of religious schools in the educational process are often brought into contact with the game of musical instruments than the pupils of public schools.*

Pphysical forms are often determined and largely linked to the music and its resources. We wondered how often the game implements a musical instrument in the educational process of primary education. Graph 2 presents the results of the use of space in the educational process for a musical instrument.

Graph 2 Comparison of primary schools in the implementation of playing musical instrument in the educational process in percentage terms



Source: Authors contribution

p= ,031

χ^2 = 10,634

The value of the Pearson chi-square test with 4 degrees of freedom is equal to χ^2 = 10,634 and reached Significance p = ,031 χ^2 =10,634; p<0,05 (p= 0,031)

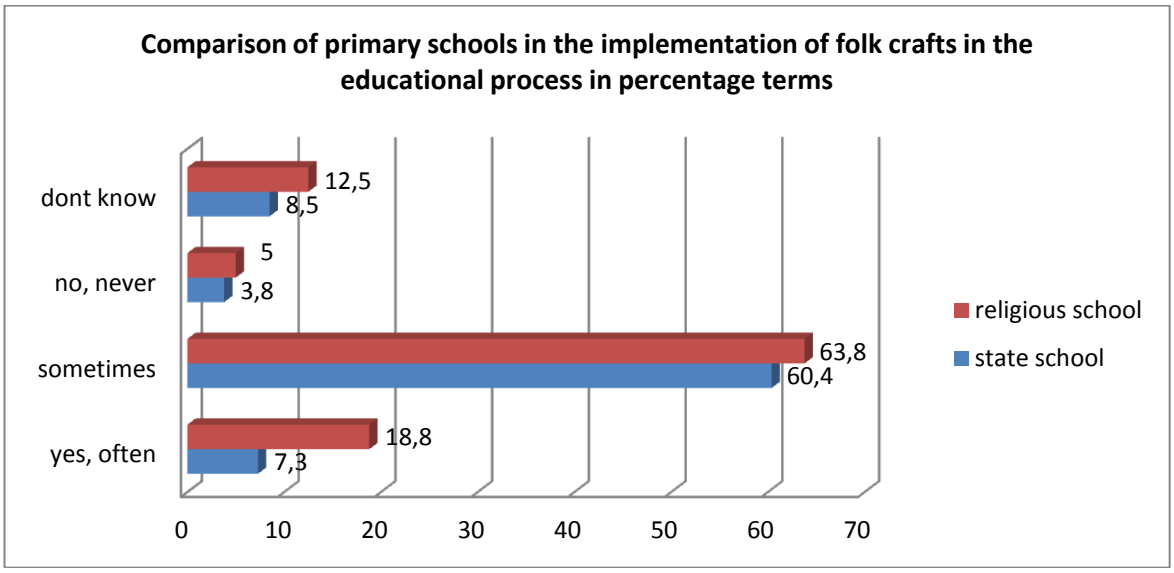
Between the religious and state types of schools was found a significant difference in the use of musical instruments and playing them in the learning process. Research points out the types of religious schools tend to make greater use of musical instruments during class. **Hypothesis H1b was confirmed.**

H1c Hypothesis: *We assume that students of religious schools in the educational process are often brought into contact with the teaching and implementation of folklore crafts than students at public schools*.

Folklore crafts are part of people's lives since time immemorial. They can be characterized as a summary of the specific skills transmitted from generation to generation. By Kaľavský /12/ folk crafts in terms of specialized activity based on manual work. Although the intense interest of students in traditional arts and crafts are often influenced by immediate environment, especially families, enthusiastic and knowledgeable motivation for them can be also teacher. Important area for folk traditions and crafts within subjects at the primary level is created in the working instruction, in geography subjects, or visual arts.

We were interested in how often in the educational process are students embracing traditional folk crafts in state and religious schools in level of primary education. Graph 3 shows the results.

Graph 3 Comparison of primary schools in the implementation of folk crafts in the educational process in percentage terms



Source: Authors contribution

p= ,008

$\chi^2 = 13{,}737$

The value of the Pearson chi-square test with 4 degrees of freedom is equal to $\chi^2 = 13{,}737$ and reached Significance p = ,008 $\chi^2 = 13{,}737$; $p<0{,}05$ (p= 0,008)

Only half of surveyed students from state and religious schools indicated that a folk crafts acquire during class. Almost a quarter of pupils with folk crafts never met. The fact that they often acquire folk crafts in teaching confirmed only 11% of school children in the state type of schools and 16,2% of pupils in religious schools.

Comparing the findings gathered from students from religious and state schools, we can conclude that a significant difference was detected in the implementation of folk crafts in the educational process. Results showed that religious schools occurs significantly more often applied folk crafts in teaching than in public schools. **H1c hypothesis was confirmed.**

Discussion:

Folk art and culture creates a rich inspirational material for active work in various educational activities throughout the educational process. Hypotheses that state and religious schools will differ in the implementation of elements of folklore culture into the educational process is partly confirmed.

There was a significant difference in religious and state primary schools, which was observed in the implementation of playing musical instrument and implementation of folk crafts in the educational process. Students from religious schools get more often in contact in educational process with playing musical instruments and teaching crafts, than students from state schools. Although the significant difference between students of different schools in implementation of folk dance in the educational process has not been found, students of religious schools are more often brought into contact with folk dances in the educational process as students of public schools.

The results of our research showed that in religious primary schools opens up more space for folk culture and artistic expression of pupils about the Slovak cultural heritage, focusing on the region. One reason may be that the religious primary schools more frequently include voluntary subject in the school educational system, focused on exploring the region, which has been shown by the research results. Religious schools in the educational process often implemented elements of local folk culture of the region.

Regarding the implementation of elements of folklore culture also confirmed the results of educational research and Depešová Tirpáková /13/ that the inclusion of folk crafts in the educational process positively influences knowledge level of students, a highly positive influence on personal and national identity of students and develop pupils' creative skills.

Therefore, the preparation of the future teachers justified the inclusion of regional issues in education in educational theory and practical level, it is appropriate to present this issue to date, the current near the modern age.

In all subjects, the possibility of folk culture at various educational topics is offered throughout the school year. Including all current possibilities of integrating modern technology into educa-tional practice, it is possible to use also the multimedia /14/.

Inspirational could also work continuously and innovative teacher education, which may induce them to implement the issue of the cultural heritage of our nation into the consciousness of contemporary youth. It is important to pay attention

not only knowledge of traditional folk culture, but also the actual resources implementing these regional elements into the educational process. The current state of traditional folk culture in Slovakia requires effective methodological care and support, particularly effective institutional care.

Conclusion

Learning and understanding of cultural phenomen and values based on everyday reality environment that surrounds the child from birth.

Intense interest of students in traditional folk culture is often a reflection of the lifestyle and the positive impact of the local environment, thus creating a stronger relationship to children 's culture works primarily in family and school. Through exploring traditional folk culture can develop in students feeling of the beauty of folk art. Poverty /15/ points to the fact that it is our duty to save as much as possible from the legacy of previous generations, not only out of respect and gratitude, but also that we better understand the respect and that our respect with similar reverence understand our followers.

Demands of society engage in education, the process of education, in educational strategies and ways of stimulating knowledge and grasping cultural operators /16/. Content of current education reform requires creative teachers pursuing dimension of national culture. School is a place that young people could provide experience of meeting national or regional traditions, but it requires teachers educated in this area with educational and creative potential. If we want to develop pupils' positive attitude to cultural heritage and develop him feel and respect, we should place emphasis on the knowledge in cognitive and non-cognitive level. The educational reality is an option to use the educational potential of the required and voluntary subjects, as well as courses of interests focused on regional education.

Notes:

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ENVIRONMENTAL KNOWLEDGE AMONG STUDENTS OF LOWER SECONDARY EDUCATION IN SLOVAKIA

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Abstract
Nowadays, more and more emphasis placed on the development of environmental literacy among students . This entire process is complex, long-term and influenced by several factors. One possibility of increasing environmental literacy is solving solving problems in science subjects with environmental issues. This article presents partial results of the research determine to the environmental knowledge of students 8th. and 9th grade in lower secondary education in Slovakia. As a research tool used was a questionnaire own provenance . Analyzing the results , we found out that students after graduation of science in 8th and 9th year of studies of primary education have knowledge of comparable level between monitored regions. We can conclude, that the students have theoretical assumptions to positively solve problems relating to environmental risks .

Keywords: literacy, ISCED 2, environmental education, environmental knowledge

Introduction

State of the environment continues to deteriorate mainly due to our disregard to nature (Machava et. al 2013). Each person can perform a number of things that could lead to reduction of environmental pollution. Especially people who have better environmental literacy can contribute to reducing the impact of human activity on nature.

Environmental education is an important way to teach students about the environment and nature conservation. It was in school, most people give important lessons for life and functioning in society. The pupils are fixed right attitudes and behavior towards the environment, and often it is a lifelong process. Current trends indicate that the environmental education and education change: not enough people to meet with environmental issues only during teaching in schools respectively during the period of schooling, the necessary is lifelong learning. First approaches to environmental problems are concentrated exclusively on the natural aspects: water pollution, air and soil, and its impacts on ecosystems, mortification of species and the like. How were obtained new knowledge about environmental problems and developed policies for these areas, was created a

new approach. Were recognized social, economic and cultural dimensions of the environment. The introduction of the concept of sustainable development, the concept has widened between the Member States of the European Union, there is a consensus alter of the meaning of the concept of environmental importance in terms of a shift from purely natural to his more humanistic understanding.

The aim of environmental education on primary and secondary schools is to shape and develop ecological and environmental awareness and shape also personal qualities of students that will prepare them for active protection and creation of the environment (Uhrinova et al. 2012). If we want our children to grow into mature and responsible humans, we have to give them certain tasks which are psycho-physically appropriate (Rajšp, Fošnarič, 2014). The Ministry of Education have defined within the curriculum for elementary and secondary schools environmental minimum in 1996 that students should acquire during their school years. This knowledge should pupils have acquired within teaching several subjects. For supporting articles for environmental education can be considered biology chemistry and geography. Partly environmental and ecological issues are also part of other subjects such as history, physics.

Environmental education in the Slovak Republic can not be viewed positively, as it is not systematically defined, often only takes place on a voluntary basis and dedication of teachers. In Slovakia in primary schools is not a separate subject or eco ecological education, individual environmental topics are part of learning in other subjects. The fact that environmental education is scattered in many subjects there is a risk of repeating some of the topics, on the other hand the risk that some topics are mentioned only in passing.

Literacy

The term of literacy is for most people the ability to read and write. We receive it particularly at beginning of our education. Today, however, we encounter terms like financial literacy, mathematical literacy, technical literacy, social literacy, science literacy, environmental literacy. In the literature we meet the concept of Functional Literacy that the issue of the definition of literacy better characterized (Fig.1).

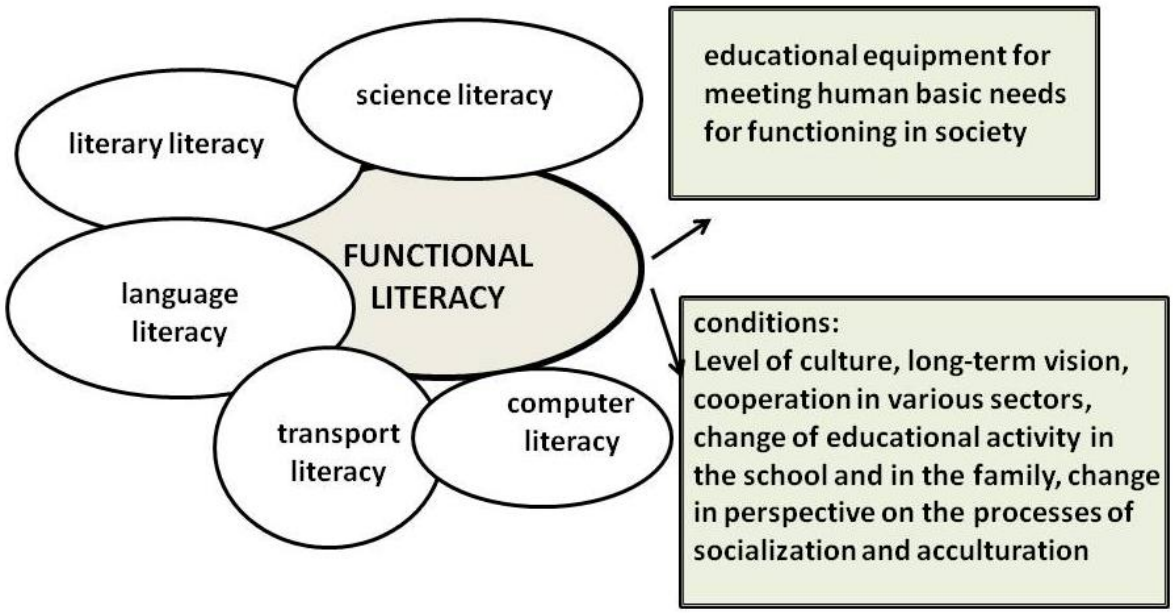

Fig. 1: Components of functional literacy

Functional literacy is a human equipment for the implementation of the various activities needed for life in contemporary civilization. It is the ability to not only read, but also for example to understand complex texts, to understand graphs and charts, the ability to fill out the form (Prucha et al., 2009). We understand it as the ability and skill of man to function in the society. He is able to interact with society and not only with the help of reading and writing.

Rabušicová (2002) lists 10 points under which we can define functional literacy:

1. Is adapted to the cultural context in which it is used
2. There is a difference between individual and functional literacy, that the individual literacy may not be sufficient for the functioning of the individual in society.
3. Involves the skills that are more challenging than just mastering the basic techniques of reading and writing.
4. Is understood as the ability to communicate.
5. Functional literacy is constantly growing.
6. Can be measured directly, it need not be estimated on the basis of the number of years of schooling.
7. Interprets and is measured as a continuum.
8. Is not identical with school literacy. Well controlled curriculum in school does not necessarily mean the successful solution of tasks of everyday life.

9. Functional literacy is adult literacy, usually older than 15 years.
10. Functional literacy is indicated in relation to developed countries.

Literacy is influenced by many factors that interact with each other. Important are both external factors (education, training, social and cultural environment, economic background) and internal factors affecting each other.

Environmental literacy

Environmentalistics is mainly engaged in the activities of the human population on the environment. Emphasizes changes in human behavior in relation to nature. Concept of environmental literacy can be understood as a basic level of education on environmental issues, as the process of learning and the acquisition of such ways of thinking that lead to understanding the context and relationships in human society and natural systems.

Professional definitions of the concept include various aspects of education. Environmental literacy can also be understood as a response of the individual (conditional abilities, skills, attitudes and values) to everyday situations concerning the environment (Máchal 2000).

Important role in environmental literacy plays also personal relationship of man to the nature. Essential possible planes of relationship of man to nature is reflected in the behavior of individuals to their surroundings. These planes are: the need of contact with nature, capability (equipment) for contact with the natural environment, environmental sensitivity, attitudes toward nature and environmental awareness (Krajhanzl 2009).

Poor quality of education is a major cause of current environmental problems. Orr (1991, 1992) points out the difficulties posed by the unilateral focus solely on learning skills. The aim of education according to the author does not have to be mastering the content of interpretation, but of human existence. Knowledge also have to bear responsibility for how they will be handled.

Environmental literacy should be defined in terms of observable behaviors. That is, people should be able to demonstrate in some observable form what they have learned . their knowledge of key concepts, skills acquired, disposition toward issues, and the like.. (Disinger, Roth, 1992)

Environment literacy is an understanding, at some basic level, of the interaction of humans and their natural environment with regard to both living things and non-living things (air, water, soil and rocks). The interaction implies taking from as well as putting into. It includes what humans do with, to and for plant and animal life, as well as what plant and animal world does in response to human intervention. There is hardly a human activity that leaves no consequence to both the biota and Eart.s mantle. This interaction includes short- and long-term subtleties as well as gross and obvious causes and results. Environmental literacy is an awareness and understanding of the basic relationships in interaction.. (Rockcastle, 1989)

In comprehensive definition of environmental literacy, the authors present several components. For example, Volk (2005) states the following components:

- environmental sensitivity,
- ability to recognize the environmental consequences associated with the problem and the proposed solution,podrobné znalosti otázok životného prostredia,
- ability to examine environmental issues,
- civic skills,
- Internal focus of control.

University of Georgia, its Environmental Literacy Committee (2000) determined that students are environmentally literate if they can understand and think critically about the following six criteria:

- basic scientific principles that govern natural systems, using these to understand the limits and major factors associated with the earth's capacity to sustain life;
- linkages among all living things and their dependency on each other as well as the physical environment;
- consequences of human activity on local, regional, and global natural systems;
- impact of changes within natural systems of life, health, and welfare;
- cultural, economic, and political forces—both past and present—that affect environmental attitudes and decision making;
- (role of ethics and morality in individual and group decision making related to the environment.

Current situation in the Slovak Republic

OECD launched in 1997 the study Programme for International Student Assessment (PISA), as response to the comparability requirement of pupils'performance from different countries. In PISA literacy concept is used in an upgraded sense: it concerns the ability of students to apply knowledge and skills in key areas, analyze, justify and communicate effectively, and to present, interpret and solve problems in different situations. Literacy is perceived as the ability of students to use in practice the knowledge and skills acquired during compulsory schooling. Slovak Republic, as OECD country, for the first time participated in PISA in 2003.

Currently is not being implemented international study comparing the environmental literacy, but to compare the level of literacy of students we will use science literacy. In scientific literacy Slovak Republic has achieved performance at 471

points and among the 34 OECD countries is only placed on 28th to 31st place and internationally of all the participating countries at 39th to 42nd place. The performance of students of Slovakia in science literacy is below the average of OECD participating countries. Performance comparable to the Slovakia reached Iceland, Dubai (UAE), Israel, Greece and Turkey. For OECD countries significantly less performance than the Slovakia reached only Chile and Mexico (OECD 2012, NUCEM 2013).

In 2012, in the lowest - risk group of students in scientific literacy placed 26.8% of Slovak pupils, representing a significant increase compared to 2009. Reduction achievements of Slovakia was also reflected in a reduction in the percentage of students in the top group performance, which includes most successful students (Fig.2).

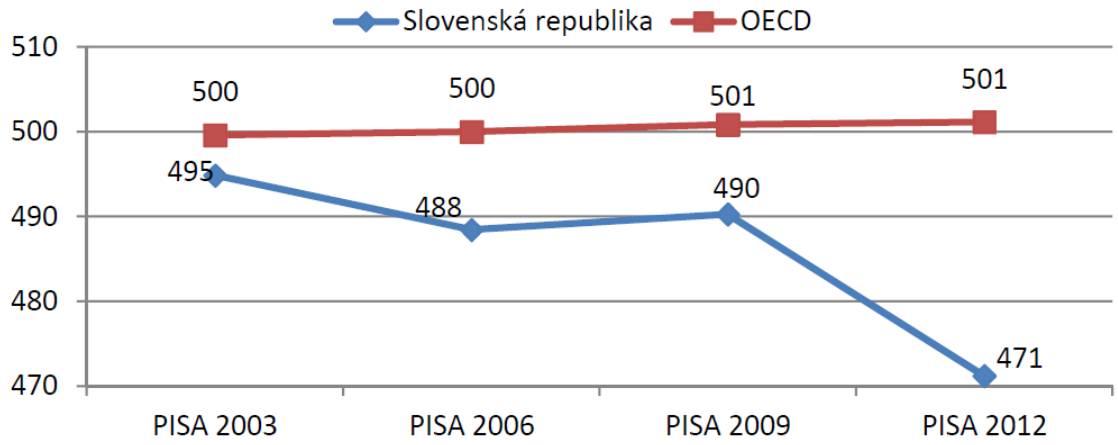

Fig.2: Performance of Slovak students in science literacy

Decrease in the level of knowledge is concerning almost all types of schools. Compared to 2009, there was an increase risk group of students (with the lowest level of knowledge) in primary schools, secondary schools, vocational school and secondary vocational schools with graduation. A significant decrease in the representation of students in the highest level of knowledge on the 8-year grammar schools.

Material and Methods

The research was conducted at four primary schools in different regions of Slovakia. This research was attended by 474 pupils of 8th and 9 th classes, of which 216 students of 8th class and 258 students 9 th class. We have chosen research method using a questionnaire of our provenance, which aimed to determine the level of knowledge and opinions of students of 8th and 9th classes to health protection from an environmental perspective, the state of health prevention and environmental education. The questionnaire was anonymous and consisted of two parts.

The first part of the questionnaire followed the level of knowledge of pollution problems of environmental components and their impact on human health. This section contained 11 questions which were closed-choice answers, assignment and open the output with a brief response.

In the second part of the questionnaire students described their subjective opinion on the issue of environmental education, to self-improvement in the area of environment and health, to their lifestyle in terms of environmental protection and health. This section consisted of 12 questions which were open with a brief response and the output closed-choice answers.

Results and Discussion

The results of the first part of the questionnaire were monitored for all pupils about the same, without major differences. We can say that students' knowledge of 8th and 9th classes are at the same average level while no significant difference was found. Knowledge below average (Fig.3), however, showed in questions 7 - 9, where the pupils should write and formulate their own answer to the problem of pollution and negative effects of basic components of the environment and its consequent impact on human health. Can be evaluated that students probably lack the ability to apply their knowledge in a variety of assigned tasks, the ability to relate partial knowledge by common characters in total.

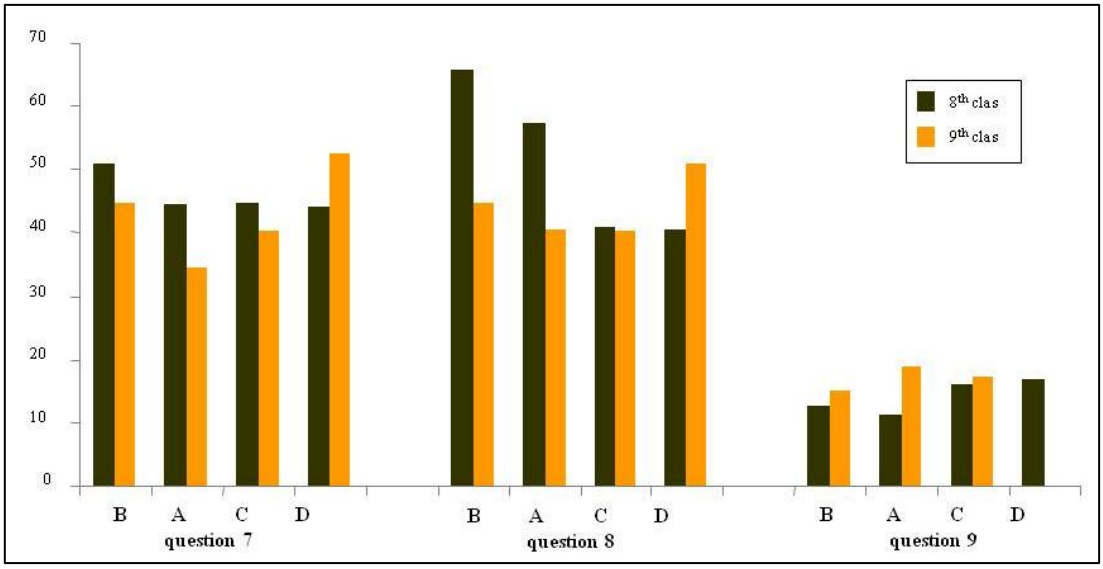

Fig.3: Frequency of correct responses (%) of pupils of 8th and 9th classes in questions 7 - 9 of the first part of the questionnaire of the schools in the total number of observed respondents N=474. A - Bratislava region, B – Trnava region, C – Žilina region, D – Prešov region

	N	question 7		question 8		question 9	
		sp.od.	%	sp.od.	%	sp.od.	%
A	64	22	34,38	26	40,63	12	18,75
B	47	21	44,68	21	44,68	7	14,89
C	82	33	40,24	33	40,24	14	17,07
D	65	34	52,31	33	50,77	0	0
χ^2		2,6066		1,1132		11,4291	
P		0,4563		0,7739		0,0096	

Fig.4 Correct answers of 9th class pupils in questions 7 - 9 of questionnaire I of individual schools A - Bratislava region, B – Trnava region, C – Žilina region, D – Prešov region

Significant difference at the significance level of P <0.01 was statistically confirmed at students of 9th class N = 258 in question 9 (Fig. 4), in which was necessary to write specific negative biological, chemical and physical phenomena with a negative impact on human health.

The second part of the questionnaire is devoted to environmental education, to self-education in the field of environment and health, to our own lifestyle in terms of environmental protection and health.

Students evaluated the attitude towards environmental problems in selected groups of people from the surrounding area (parents, classmate, teacher). They indicated that parents and classmates have just an average relationship to environmental problems, but relationship of teachers is very good. Within the educational process students indicated that this issue is encountered during the lessons of biology, chemistry and geography.

Sample of tested students, regardless of age, thus equally students of 8th and 9tn classes argue that they pay only average attention (68%) for acquiring knowledge on the subject, and acquire them mainly at school (83%) and at home using the Internet and television. The results indicated that communication with the parents in the matter is quite behind. Students have the opportunity to pass obtained information, and thus positively shape the opinion of the people from their area on the significance and importance of the environment. Almost uniformly chose the easiest answer, which was not necessary to justify - that either they don‘t know if they help create and shape a positive relationship with their friends to the environment, or create it only sometimes. In these responses they were clearly avoid grounds for their opinions.

The positive is that students of 8th and 9th classes reported (55%), that our health is related to the state of the environment. They are also aware that the health of society in addition to environmental is influenced by addictive substance. They agree that these compounds are the disease of society. Approximately the same number of students of 8th and 9th classes also indicated that protection against harmful environmental influences, substance abuse and certain medications belong to the problematics of human health protection.

Students of 8th and 9th classes have to use terms correctly: recycling, occupational safety, health protection, environment, greenhouse effect, acid rain, ozone hole, ecosystem, environmental education, healthy lifestyle and apply them in

curricular science and humanities subjects which can contribute to the acquisition and consolidation of knowledge in different subjects, but also to deepen environmental literacy in elementary school.

Conclusion:

The basis of society is a healthy population. This is possible only if people are literate. Such people are able to assess the situation, they know what danger threatens and are able to find solutions that will be beneficial for all (Uhrinová, Zentko, 2010).

Slovak and foreign authors agree that streamlining of environmental education should move in the right direction to turn knowledge into conscious proenvironmentálne behavior. Monitoring the state environmental literacy has in terms of increasing the effectiveness of environmental education irreplaceable. NEP scale as a research measure tool goes through many modifications, especially for its relatively difficult formulation. However, it is a highly effective means to reveal „fissures" in the attitude scale of our students. Continue to outweigh its positives and remains the most important means of gauge in the field (Kancír, Dry, 2013).

Obtaining of Environmental Literacy is a long-term life-long process, which only educated person can provide for himself and for his surroundings healthy environment. The school system of education at various age levels, students have to be built into a position that must be held accountable for protecting the environment and your health. This knowledge in the educational process are not due to school, but for his own sake and because they expressed their wish that those who have the opportunity to come to information on the subject.

They themselves have to carry out awareness in this field among younger classmates, family, siblings, parents or grandparents. Therefore, it is necessary to address the level and development opportunities to our decisions and actions were correct for future generations.

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FOSTERING PARENT-SCHOOL RELATIONSHIP THROUGH CLASS WEB PAGES

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Abstract
The basic condition for achieving partnership between school and parents is open, equal and affirmative communication. Establishing a class web page is an interesting project and a new way to offer possibilities of opening school to parents through visibility of activities, contents and works that were until now not accessible. Besides educational achievements, the pedagogic aspects of the web page are particularly interesting. This work will attempt to establish, which contents are particularly interesting and useful for parents, which specific information about their children and the school they are gaining in this way and how the obtained information may be used to improve the relationship with the school and achieving better pedagogic outcomes. Class pages are still established only through enthusiasm of individual teachers, not as a common means serving pedagogic and educational goals and high quality communication between school and parents. This work may point to the untility of class web pages and encourage their wider use.

Keywords: partnership between school and parents, class web page

Tijekom prošlih stoljeća odnos roditelja i škole se modificirao od suprotstavljenih i zatvorenih stajališta do pokušaja uspostave partnerskih odnosa. Suvremeno društvo 21. stoljeća obilježeno je općom digitalizacijom, a današnji učenici pripadaju Z generaciji. Učenike Z generacije još nazivaju i „digitalnim domorodcima“ („digital natives“), „Google generacijom“ i „net generacijom“ (Stričević, 2010, Prensky, 2001) jer su prva generacija koja je rođena uz računala i informacijsko-komunikacijsku tehnologiju te s njom odrasta učeći usporedo komunikaciju s roditeljima i bližom okolinom i digitalnu, virtualnu komunikaciju. Novoj i drugačijoj generaciji pripadaju mnoga obilježja koja ih čine bitno drugačijima od svojih prethodnika. Neka od najznačajnijih obilježja su disperzibilnost pažnje, teže uspostavljanje socijalnih odnosa, smanjene verbalne sposobnosti komuniciranja, komunikacija putem interneta, manjak kretanja, individualnost, učenje na razini pokušaj-pogreška, trenutačno reagiranje i traženje trenutačnog zadovoljstva. Neuroznanstvenici također ukazuju na promjene u funkcioniranju mozga nove generacije (Prensky, 2001). Uz postojeće promjene učenika 21. stoljeća postoje i velike promjene u njihovom okružju. Današnje društvo često se naziva i informacijskim zbog „...široke društvene i organizacijske promjene ljudske zajednice izazvane informacijskom i komunikacijskom revolucijom“ (Božičević, 1997., 10). Uz promjene u načinu i sadržaju učenja i provođenju slobodnoga vremena učenika, događaju se i značajne promjene u njegovom obiteljskom okružju. Struktura i funkcija obitelji suvremenog društva bitno je promijenjena u odnosu na prethodne generacije. Današnji roditelj vrlo često je prezauzet obiteljskim i osobnim obavezama te mu je, često, nemoguće biti u tijeku sa svim događajima koji se zbivaju u školi, a u kojima učestvuje i njegovo dijete. Čak niti u komunikaciji s djetetom roditelj ne dobiva potpunu informaciju o događajima, akterima i ishodima. Za potrebe ovog članka, na prigodnom uzorku od 252 učenika nižih razreda osnovne škole, uvidom u dokumentaciju utvrđeno je da su učitelji pružili roditeljima informacije na ukupno 802 informativna razgovora, u vremenu od početka školske godine do 1. svibnja iste godine. U prosjeku, roditelj na individualne razgovore dolazi tek 3,2 puta godišnje u rasponu od 2,5 puta do 4,5 puta. Uz individualne razgovore o svojem djetetu u školi se organiziraju različiti drugi sadržaji uključivanja i informiranja roditelja, ali upravo su individualni razgovori prigoda za najizravniji i najopsežniji razgovor o svakom djetetu, njegovim specifičnostima i potrebama. Dokazano je da uključenost roditelja u odgojno-obrazovne aktivnosti škole znatno pridonosi boljem školskom uspjehu učenika i uspostavljanju partnerskih odnosa (Seitsinger i dr. 2008).

Škola kao značajno okružje učenika ima važnu ulogu i odgovornost za njihov što kvalitetniji rast i razvoj. Suvremena škola mora pratiti promjene u društvu, a istovremeno ih i sama poticati. Njezina obrazovna i odgojna zadaća može se ostvariti tek u njihovom jedinstvu. Krize suvremenog društva i kapitalizacija znanja utječu na izrazitije zahtjeve za obrazovnim postignućima dok je odgojna uloga škole često manje izražena. S druge strane, sveprisutna kriza moralnih vrijednosti i moralni relativizam ističu potrebu za snažnijim i sustavnijim odgojnim djelovanjem koje nije moguće postići bez zajedničkoga i usklađenoga pozitivnoga utjecaja obitelji, škole i ostalih zainteresiranih članova zajednice i društva. Demokratski odnosi u školi nameću potrebu rekonceptualizacije školskih odnosa, gdje će uz učitelja jednako važnu aktivnu ulogu u odgojno-obrazovnom procesu imati i učenik i njegov roditelj. Suvremena hrvatska škola teži pratiti svjetske trendove i potrebe učenika internetskim učenjem, uvođenjem digitalnih i interaktivnih udžbenika i e-dnevnika. Mijenjaju se i načini učenja, metode, sociološki oblici rada, mjesta i vrijeme učenja. Suvremene spoznaje o načinima učenja i moždanim aktivnostima nameću potrebu za mijenjanjem načina poučavanja tradicionalne škole. Problemski orijentirana nastava, modularizacija gradiva, vizualizacija i aktivno otkrivanje nužne su pretpostavke suvremene škole. Upravo kao i u virtualnom svijetu učenicima bi se trebalo omogućiti samostalno razvijanje strategija i učenja na vlastitim pogreškama tijekom otkrivanja istine, zaključaka ili rezultata. Uz školu, učenici uče i u svojim kućama, ali i na bilo kojem drugom poticajnom mjestu. Ipak, temeljni odgojno-obrazovni proces odvija se u školi i, iako je uloga i mjesto sudionika tog procesa bitno izmijenjena, postoji konstanta u vidu da se prateći sve suvremene trendove osiguraju najbolji mogući uvjeti za razvoj svih specifičnih potencijala svakoga pojedinoga

učenika, njegove osobnosti, ali i budućeg aktivnoga i odgovornoga člana zajednice. Mnoge studije ukazuju na korisnost i potrebitost uvođenja IKT-a (Davis, 2000., Grant, 2010.), ali mali se broj odnosi na njihov utjecaj na odgojne zadaće škole i društva. Posebno je zanimljiv partnerski odnos roditelja i škole i njihov uvid u svakodnevne aktivnosti. Iako globalizacijom svijet postaje velika, dostupna, umrežena zajednica, događaji u školi i učionici još uvijek se u većoj mjeri ostvaruju bez uvida roditelja. Studije se uglavnom ne bave upoznavanjem roditelja s ponašanjem i uspješnošću njihove djece u situacijama u kojima su dio razredne cjeline. Upravo uočavanje ponašanja, odnosa između djece, količine uloženog truda i ostvarenih rezultata može pomoći roditelju kako bi sagledao svoje dijete iz školske perspektive te da i na taj način postane partner učitelju u njegovu odgojnom nastojanju. Često roditelj, pretjerano štiteći svoje dijete, nekritički sagledava djetetovo ponašanje i uspješnost u odnosu na druge. S druge strane, neki su roditelji prezahtjevni i pretjerano kritični prema učeničkim postignućima. Uvid u svakodnevni rad učenika u školi u mnogim formalnim, ali i neformalnim situacijama, uočavanje njegovih postignuća i ponašanja u odnosu na druge, razrednu koheziju te doživljaj ozračja, roditeljima bi svakako bio dobar pokazatelj socijalnoga i obrazovnoga statusa svoga djeteta, ali i razreda u cjelini. Pokretanje razredne internetske stranice u tom smislu daje mogućnost da se razredni događaji sagledaju iz mnogih, do sada roditeljima, nedostupnih perspektiva.

Projekt uvođenja razredne internetske stranice
Koncipiranje

Projekt je dinamičan, otvoreni proces čiji je ishod ostvarivanje cilja koji je proizišao iz postojeće potrebe ili problema. Potreba za pokretanjem internetske stranice razreda posljedica je želje da se roditeljima približe sve one nevidljive ili neispričane školske aktivnosti te ih se na taj način upozna sa svakodnevnim životom i radom njihove djece. Uslijed toga formirao se generalan cilj za roditelje bio je informiranje, uključivanje i približavanje svakodnevnih školskih aktivnosti tijekom nastave, ali i u vremenu neformalnih druženja putem internetske stranice razreda. Roditelji imaju veliki značaj u davanju podrške djeci prilikom služenja modernom tehnologijom i generacijski jaz ne bi trebao biti zapreka (Helsper, E. i Eynon, R. 2009).

Istovremeno željelo se učenicima omogućiti sigurnije sudjelovanje na internetskim stranicama te tako poticati njihovo služenje računalom i internetom u sigurnom okružju. Krajnji cilj projekta je aktivnije i afirmativnije uključivanje roditelja i učenika u razredne aktivnosti te time ostvarivanje veće grupne kohezije učenika, roditelja i škole. Uvođenjem učenika u informatičke aktivnosti uz pomoć učitelja i roditelja značajno je upravo zbog razvijanja digitalne kompetencije, koja se prema Nacionalnom okvirnom kurikulumu, a preuzete prema odlukama Europske unije, definira kao „ ...osposobljenost za sigurnu i kritičku upotrebu informacijsko-komunikacijske tehnologije za rad, u osobnomu i društvenomu životu te u komunikaciji. Njezini su ključni elementi osnovne informacijsko-komunikacijske vještine i sposobnosti: upotreba računala za pronalaženje, procjenu, pohranjivanje, stvaranje, prikazivanje i razmjenu informacija te razvijanje suradničkih mreža putem interneta.“ (NOK, 2010, 12). Uz navedeno, u Nacionalnom okvirnom kurikulumu kao jedna od međupredmetnih tema javlja se uporaba IKT-a, a kao specifični ciljevi između ostalog navode se (NOK, 2012, 26):

- biti osposobljeni prikazati informacije na jasan, logičan, sažet i precizan način
- razložno i učinkovito rabiti informacijsku i komunikacijsku tehnologiju za:
  - traženje i prikupljanje podataka te njihovu pohranu, pretraživanje, obradbu i organizaciju
- komunikaciju i suradnju s drugima.

Definiranje sadržaja i strukture projekta

Specifičan cilj za učiteljicu bio je poticati partnerstvo roditelja i škole omogućujući roditeljima što izravniji i pregledniji način informiranja o njihovoj djeci, u cilju ostvarivanja primarno odgojnih, ali i obrazovnih zadataka.

Vrijeme provedbe definiran je početkom postavljanja internetske stranice, ali ne i krajem jer se očekuje da će se razvijati tijekom cjelokupnog osnovnoškolskog razdoblja.

Zadaci koji se projektom žele ostvariti su:

Za učitelje:

- pokretanje i ažuriranje razredne internetske stranice
- motiviranje učenika i roditelja za aktivno sudjelovanje prijedlozima i upisivanjem sadržaja
- poticanje razvoja partnerskih odnosa škole i doma.

Za roditelje:

- omogućavanje roditeljima cjelovitije informiranje o svojoj i drugoj djeci tijekom boravka u školi
- povezivanje doma i škole te stvaranje ozračja pripadnosti i povjerenja
- međusobno povezivanje roditelja.

Za učenike:

- razvoj informatičke pismenosti
- poticanje razvoja prijateljskih odnosa i homogenizacije razreda
- motivirati učenike za sudjelovanje i uspješnost u različitim školskim aktivnostima
- samoorganizacija.

Uvođenje

Projekt je započeo na roditeljskom sastanku kada su roditelji zamoljeni da se aktivno uključe u razredne aktivnosti prema vlastitim interesima i poljima djelovanja. Majka jedne učenice ponudila je svoje informatičke vještine i znanja te je dogovoreno da u suradnji s njom razred pokrene vlastitu internetsku stranicu. Majka je također predložila da se u projekt uključi Rotary E-klub Hrvatska[27] koji bi bio kreator stranice i informatička podrška. Vrlo brzo po kreiranju stranice članovi Rotary kluba i majka učenice iz razreda posjetili su školu i razred te prezentirali kreiranu stranicu u nazočnosti ravnatelja. Učiteljicama su objasnili kako stranicu ažurirati, a učenicima mogućnosti stranice i njihovu ulogu. Uvjet za pokretanje stranice bio je suglasnost svih roditelja da je dozvoljeno objavljivati fotografije i uratke učenika. Dogovoreno je da se učenici ne potpisuju. Na početku je stranica imala rubriku vijesti za objavljivanje događaja, kontakte s imenima učiteljica i kalendar za upisivanje događaja i važnih datuma. Tjedan dana po otvaranju stranice roditelji su anketirani o prvim dojmovima o stranici.

Prema dobivenim anketama od 19 učenika u razredu 13 je roditelja pogledalo internetsku stranicu, a 12 ju je izrazito pozitivno komentiralo.

Na pitanje koji su prvi dojmovi, roditelji su istaknuli da im je stranica zanimljiva, vesela te su uočili koristi za sebe:

- veća povezanost s aktivnostima i događajima u školi
- uvid u aktivnosti razreda
- korisne informacije koje se mogu dobiti i iz vlastite kuće.

Na pitanje što je posebno zaokupilo njihovu pažnju, 10 roditelja je istaknulo da su ih posebno zainteresirale fotografije učenika u različitim školskim situacijama.

Roditelji su dali svoje prijedloge u smislu mogućih budućih sadržaja te su istaknuli potrebu za najavom događaja te posebno doživljaje u razredu opisane iz dječje perspektive, prijedloge učitelja za aktivnosti koje bi učenike i njihove roditelje mogle zanimati u izvanškolskom vremenu. Prijedlog roditelja jesu i najave ispita s konkretnim sadržajem gradiva ili čak nastavnim listićima za uvježbavanje, što je primarno obrazovni sadržaj pa ga kao takvog nismo uzeli u daljnja razmatranja.

Bez obzira na osobne motive i interese svi su roditelji potvrdili da bi od internetske stranice razreda mogli imati koristi i to zato što je ovakav način informiranja jednostavniji, brži, dostupniji, zabavniji i omogućava uvid u razredne situacije koje služe za razgovor kod kuće.

Uz analizu roditeljskog interesa anketa je bila provedena i među učenicima. Utvrđeno je da svi učenici imaju kod kuće računalo, a da ih tek 4 ne smije uključiti bez prisutnosti roditelja. Na pitanje što rade, uglavnom odgovaraju da se igraju (12), gledaju crtiće (7), a troje učenika odgovara da gleda internetsku stranicu razreda. 13 od 19 učenika posjetilo je internetsku stranicu, od toga njih 8 u prisutnosti roditelja. 7 učenika stranicu je pokazalo svojim prijateljima i rodbini. Na pitanje jesu li o internetu, njegovim mogućnostima i opasnostima razgovarali s roditeljima, čak 11 učenika odgovara da nije.

U sljedećem koraku organizirali smo roditeljski sastanak s prezentacijom stranice i njenim mogućnostima. Prezentaciju je održala majka učenice iz razreda. Uz prezentaciju učiteljica je najavila novu aktivnost na stranici temeljenu na odgovorima anketiranih roditelja. Odlučeno je da se stranica obogati e-dnevnikom, odnosno blogom koji bi vodili učenici. Roditelji su pozitivno reagirali i prihvatili uvođenje novine. Njihov bi zadatak bio da pomognu učenicima prilikom pisanja i ažuriranja stranice. Ipak, u praksi se pokazalo da su učenici slabo motivirani za pisanje, a da od roditelja ne dobivaju dovoljnu pomoć i podršku. Ipak, iza roditeljskog sastanka svi su roditelji i učenici pogledali stranicu.

Odlučeno je da će se pisanje ipak nastaviti, ne po redoslijedu dobrovoljnosti već prema unaprijed određenom redu.

Nadogradnja

Projekt je u fazi provedbe i uočavaju se poteškoće prilikom dosljednosti ažuriranja. Ipak, učenici iskazuju interes za svoju stranicu, pitaju hoće li nastavni i izvannastavni sadržaji biti prikazani. Kako bi ažuriranje bilo pravovremeno i potpuno, odlučeno je da se napravi manja skupina zainteresiranih učenika koja bi jednom tjedno pomagala drugima da zajedno objave materijale na stranici. Kako bi roditelji mogli usporediti uloženi trud i postignute rezultate svoje djece s ostalim učenicima u razredu na stranici će biti objavljivana pisana i likovna djela učenika bez navođenja imena i prezimena. Istovremeno, u cilju nadogradnje, traži se način da se roditelji aktiviraju u smislu kreiranja posebnog sadržaja na stranici.

ZAKLJUČAK

Internetska stranica razreda pobudila je kod učenika i roditelja interes, ali se uočava manjak želje za aktivnim sudjelovanjem. I roditelji i učenici izražavaju zanimanje i podršku projektu istovremeno teško prihvaćajući obaveze koje

[27] Rotary je međunarodno udruženje osoba iz stručnog i poslovnog života koje se posvećuju humanim ciljevima, cijene i promiču visoka etička načela u proslovnom i privatnom životu te šire dobru volju i razumijevanje u svijetu. Služenje zajednici je jedan od Pravaca služenja koji potiče svakog Rotarijanca da čini dobro u svojoj zajednici. Svaki Rotary klub i svaki Rotarijanac ima obvezu prepoznati načine na koje može poboljšati kvalitetu života u svojoj zajednici i služiti javnom interesu.

iz projekta proizlaze. Prikazivanje aktivnosti učenika, za roditelje zaista je novi izvor informacija o ponašanju vlastitog djeteta, njegovim odnosima u školskoj sredini, a za učenike predstavlja motivaciju za bolje izvršavanje zadataka zbog njihovog objavljivanja. Učenici izražavaju ponos te razvijaju samopouzdanje istovremeno razvijajući internetsku pismenost. Učiteljica lakše i brže obavještava roditelje o aktivnostima u razredu.

U daljnjem radu potrebno je dodatno motivirati učenike na samostalno ažuriranje stranice što će se ostvariti organiziranjem posebnog učeničkog tima te pronaći adekvatan način uključivanja roditelja kako bi komunikacija bila dvosmjerna.

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ATTITUDES AND PERCEPTIONS OF LOCAL POLITICIANS ON LIFELONG LEARNING

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Abstract

Lifelong learning has become our new way of life. This trend has not touched only one part of society - politicians. Openness and transparency of each administrative body, at any hierarchical level, depends on the political dimension of the control system. In this paper we deal with the issues of the usefulness of training of one part of the overall political scene - local politicians in the Republic of Croatia. The purpose of this paper is to present the attitudes and opinions of local politicians who have passed only existing training program on the training and its usefulness. For the purpose of this paper, we will analyze reports of training in the Republic of Croatia, and we will set aside some of the key questions that suggest possible improvements. In the analysis we will use the usual statistical methods of processing data (descriptive and nonparametric statistical analysis). The results are interpreted with special attention to some key questions that suggest possible improvements in the area of lifelong learning of Croatian politicians.

Keywords: training politicians, openness, transparency, Lifelong learning

Uvod

Političari odnosno dužnosnici na svim razinama odlučivanja svakodnevno donose brojne odluke kojima izravno utječu na naše živote oblikujući nam sadašnjost i budućnost. Koliko su ti ljudi uistinu sposobni/osposobljeni donositi takve važne i dalekosežne odluke? Ne ulazeći u raspravu o načinu i uvjetima izbora dužnosnika na njihove položaje, u radu se promišlja o tome kolika i kakva bi znanja dužnosnici trebali imati da bi mogli donositi ispravne i dobre odluke. Znanje i vještine stječu se učenjem pa polazimo od pitanja: Što i koliko uče ljudi koji „kroje“ naše živote i naše sudbine? Za lakše razumijevanje glavnoga dijela rada najprije će biti riječi o smislu i ulozi politike i političara te o učenju i cjeloživotnom učenju kao prihvaćenom načinu života. U središnjem će se dijelu rada prikazati rezultati i analiza podataka dobivenih obradom izvješća s provedenih obuka za lokalne dužnosnike u Hrvatskoj.

Politika

Još su preteče teoretičara države i politike utvrdili da je čovjek društveno biće i kao takav je osuđen na zajednicu. Svrha je političkoga čovjeka svet, pravedan, udoban i sretan suživot i život u kojem ne nedostaje ništa nužno ili korisno. Da bi čovjek živio takav život, mora se podrediti vodstvu jer ni jedan čovjek nije sam sebi dovoljan, tj. dostatan, niti ga je priroda dovoljno opremila da bi mogao djelovati sam. U tom smislu vladati, rukovoditi i upravljati ne znači ništa drugo nego služiti drugima na korist i pomagati im, ono čime se upravlja očuvati i dovesti na prikladan način do cilja (Althusius, 2003, 52-53). Ljudima unutar zajednice upravljaju pojedinci - političari kojima je zajednica za to dala legitimitet, temeljem zakona. Zakoni moraju biti u skladu s božanskim i prirodnim, a njihov se domet proteže na sve članove zajednice, uključujući vrhovne političke dužnosnike i one koji donose zakone (Lamut, 2003, 79). Baviti se politikom znači obavljati određeni krug javnih poslova u interesu zajednice, stoga se na politiku može gledati kao na sposobnost nalaženja jednoga aktera koji je u stanju učiniti ono što drugi akter nije (Lalić, 2002, 111). Koliko će kvalitetno političari igrati svoju ulogu ovisi o velikom broju objektivnih i subjektivnih čimbenika. Na objektivne čimbenike možemo manje i teže utjecati odnosno moramo svoja postupanja prilagoditi njima, naći način iz postojećih zadanosti izvući maksimalnu moguću korist. Za to su ključne subjektivne, osobne značajke pojedinaca. Većinu naših psiholoških osobina ne možemo mijenjati, ali postoje načini njihove prilagodbe i usklađivanja sa životnim potrebama, što je moguće postići učenjem. Učenje je svaka promjena u ponašanju koja je nastala kao posljedica kakvoga iskustva, vlastitoga ili tuđega iskustva (Robbins, 1995).

Cjeloživotno učenje

Na učenje se donedavno gledalo kao na pojedinačan proces koji ima svoj početak i kraj, koji se razlikuje od drugih aktivnosti a, najvažnije, smatralo ga se rezultatom podučavanja koje pretpostavlja postojanje učenika i učitelja. Noviji pristupi učenju naglašavaju da je učenje višestran i dinamičan proces, proces sudjelovanja i suradnje u zajednici. Učenje je način postojanja i življenja u društvu, a ne način na koji će se naučiti nešto o tome (Lave i Wenger prema Čepić, 2009, 163-164).

Čovjek svojim radom i stvaralačkom energijom preoblikuje prirodu te postaje konstruktivnim bićem onoliko koliko uspije ostvariti svoje ljudske mogućnosti. Budući da je čovjek neupitno vođen potrebom samoostvarivanja, obrazovanje zadovoljava čovjekovu potrebu razumijevati i osmišljavati svijet oko sebe te razvijati sposobnosti koje su mu dane samo kao mogućnosti (Jukić, Ringel, 2013, 26). U današnje vrijeme kada se tehnologija razvija neslućenom brzinom, novi nas proizvodi svakodnevno preplavljuju, zahtijevajući od nas brojna nova znanja i vještine koje se mogu steći jedino stalnim učenjem. Zbog toga se u nekoliko posljednjih desetljeća koncept cjeloživotnoga učenja nametnuo kao uobičajen način života. Cjeloživotno učenje, koje podrazumijeva učenje u svim životnim razdobljima i u svim oblicima u kojima se ostvaruje, danas predstavlja ključ uspjeha kako u životu pojedinca, tako i u društvu u cjelini (Ciler, 2012, 70). Iako se uz koncept cjeloživotnoga učenja najčešće vežu ciljevi ekonomske prirode (veća konkurentnost i trajna zapošljivost), ne smiju se zanemariti jednako važni ciljevi koji pridonose aktivnijoj ulozi pojedinaca u društvu. Od 2000. g. tzv. Lisabonskim procesom definirana je strategija razvitka EU u smislu stvaranja svjetskoga gospodarstva temeljenoga na znanju. Tada su, osim razvoja gospodarstva, definirani temeljni obrazovni ciljevi: razvoj pojedinca (njegov sretan i svrhovit život) te razvoj društva (smanjenje razlika i nejednakosti) (Žiljak, 2004). Aktivno i odgovorno građanstvo odlika su najrazvijenijih europskih zemalja poput Švedske gdje se obrazovanje smatra ulaznicom za prisutnost svakoga pojedinca u demokratskom društvu, omogućava mu ostvariti osobni razvoj i kvalitetu života te ojačati njegov položaj na tržištu rada (Ciler, 2012, 76).

Naglasak ovoga rada nije na ekonomskim učincima cjeloživotnoga učenja, već na socijalnim, tj. društvenim. Od prvotne uloge koju je politika imala, udružiti sve ljude u zajedništvo, do modernih, složenih sustava koji traže pronalaženje sposobnih aktera izvan političkih krugova, njezina se uloga mijenja, a političarima se postavljaju sve veći zahtjevi. Kako se političari mijenjaju i prilagođavaju novonastalim prilikama? Kako je i koliko koncept cjeloživotnoga učenja utjecao na stavove i postupke naših političara? Tema je ovoga rada odgovor na pitanje koliko su političari, ljudi koji odlučuju o promjenama, koji mijenjaju trendove razvoja društva, prihvatili i zaživjeli koncept cjeloživotnoga učenja? Zbog velikoga broja političara i raznih razina odlučivanja, ovo se istraživanje temelji samo na lokalnim političarima, dakle političarima u općinama i gradovima.

Obuka političara (dužnosnika)

Potreba obuke političara, pa tako i lokalnih političara, uočena je u drugim zemljama (ne samo europskim državama, već i šire) sedamdesetih godina prošloga stoljeća. Iz prvotnih inicijativa razvio se cijeli sustav obuka u kojime prednjače skandinavske zemlje i Švicarska. Važnost obuka prepoznao je i ENTO (European Network of Training Organization for Local and Regional Authorities), čiji su stručnjaci 2008. godine proveli istraživanje o stanju obuke za lokalne i regionalne vlasti u zemljama članicama Vijeća Europe. Sukladno Izvješću utemeljenom na istraživanjima, nacionalne udruge lokalnih vlasti imaju najveću ulogu u pružanju usluga obuke zajedno s privatnim konzultantskim tvrtkama, slijede ih nacionalne nevladine udruge i regionalne i subregionalne udruge lokalnih vlasti, a bitan je udio obuke koju provode same političke stranke za svoje članove.[28] Pri pojašnjavanju tih rezultata potrebno je uzeti u obzir stanje lokalne samouprave u raznim zemljama Europe. Naime, lokalna se samouprava u, primjerice, Nizozemskoj ili Norveškoj nalazi na mnogo višem stupnju osviještenosti građana i političara. Ako je tamo obuka vijećnika prepuštena udrugama, to ne znači da je marginalizirana i nebitna, ni da ju političari izbjegavaju.

[28] Report on Survey „Study of the current state of training for local and regional authorities in the Council of Europe member of states" (2008). Strasbourg, str. 11.

Usuprot, lokalni političari dobrovoljno i samoinicijativno pohađaju obuku jer su svjesni granica svojega neznanja i potrebe za učenjem.
Prve obuke lokalnih političara započele su kod nas 2005. g. unutar projekata financiranih iz posebnih stranih fondova.[29] Završetkom tih projekata, od 2010. g. obuku i program obuke na sebe preuzima Udruga gradova Republike Hrvatske (dalje UGRH) i neprekidno ju ima u svojoj ponudi.[30] UGRH obuku provodi u suradnji sa Zakladom Friedrich Ebert iz Zagreba. U okviru dvodnevne obuke polaznicima se predstavljaju temeljna pitanja ustroja, djelovanja i financiranja lokalne i područne (regionalne) samouprave, mogućnosti sudjelovanja građana u odlučivanju te pitanja etike u javnome životu lokalnih političara. Po završetku obuke polaznici ispunjavaju evaluacijski upitnik koji obrađuju sami treneri i sastavljaju Izvješće o provedenoj obuci. Ta su izvješća temeljna građa koja je upotrijebljena za potrebe ovoga rada.

Metodologija
Već je napomenuto da su za potrebe rada rabljena izvješća s provedenih obuka. U obradu su ušle ocjene 253 polaznika za koje postoje podatci za obuke provedene u 2010. i 2011. g. Broj je osoba koje su prošle obuke nešto veći, ali ta izvješća nisu mogla ući u obradu zbog neujednačene metodologije ocjenjivanja. Dodatna je poteškoća za obradu podataka bila činjenica da nisu svi ispitanici odgovarali na sva pitanja pa brojčani pokazatelji daju neujednačene zbirne podatke. U svakom slučaju broj je polaznika obuke iznimno mal u odnosu na broj aktivnih političara (prema podatcima Ministarstva uprave na posljednjim lokalnim izborima izabrano je 9645 osoba, to je broj bez članova Savjeta mladih), ali je reprezentativan jer obuhvaća najveći dio osoba koje su obuku prošle. Izvješća već sadrže obrađene podatke, prosječne vrijednosti i slično. Budući da izvješća popunjavaju i obrađuju sami treneri, postoji manja neujednačenost u izvješćima, koja je neznatno utjecala na reprezentativnost rezultata. Upravo zbog navedenog za analizu je upotrijebljena deskriptivna i neparametrijska statistička analiza. Ispitani uzorak čine osobe koje su pohađale obuke, a to su članovi općinskih i gradskih vijeća, članovi Savjeta mladih i manji broj ostalih koji su bili zainteresirani.
Cilj je istraživanja odgovoriti na sljedeća pitanja:

a) Kakav je stav lokalnih političara o cjeloživotnom učenju? Smatraju li polaznici obuku korisnom, je li preporučljiva drugima?

b) Koje su teme obuke najviše, a koje najmanje zanimljive?

Analiza ispitanika
Za početak je potrebno naglasiti da je najveći dio uzorka srednjoškolski obrazovan, a podjednako velik dio uzorka čine osobe sa završenom nekom razinom studijskih programa. U vrijeme kada se svjetske obrazovne politike usmjeravaju na povećanje broja visokoobrazovanih ljudi, postojeći rezultati govore o relativno lošoj obrazovnoj strukturi lokalnih političara.

	N	%
Spol	**253**	**100**
muški	154	61
ženski	99	39
Starosna dob	**253**	**100**
do 29	74	29
30 – 39	39	15
40 – 49	44	17
50 – 59	58	23
60 – 65	28	11
više od 65	10	4
Stupanj obrazovanja	**253**	**100**
osnovna škola	24	9
srednja škola	102	40
VŠS	60	24
VSS	61	24
magistar ili doktor znanosti	6	2
Radni status	**253**	**100**
učenik/student	34	13

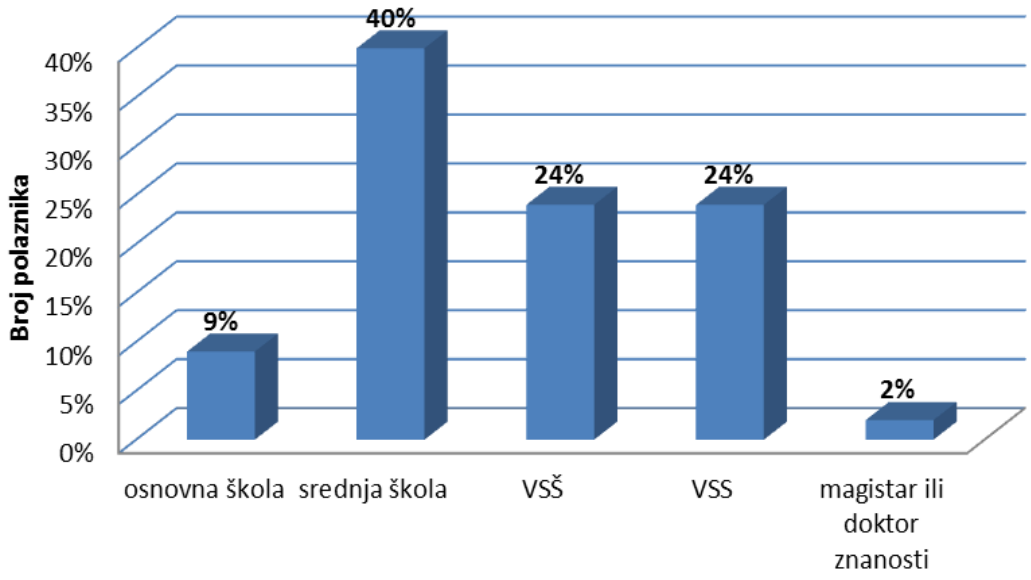
[29] Više o nastanku i sadržaju obuke vidjeti u Romić, D.: Educational Training Courses for Local Politicians in the Republic of Croatia, XXVI Annual ENTO Conference Modern priorities for the Professional Development of Public servants: International Experience, Chernigov-Luganski, Ukraine, 2013.
[30] http://udruga-gradova.hr, pristup 17. listopada 2013.

nezaposlen	18	7
zaposlen	145	57
umirovljenik	56	22

Tablica 1. Opis uzorka

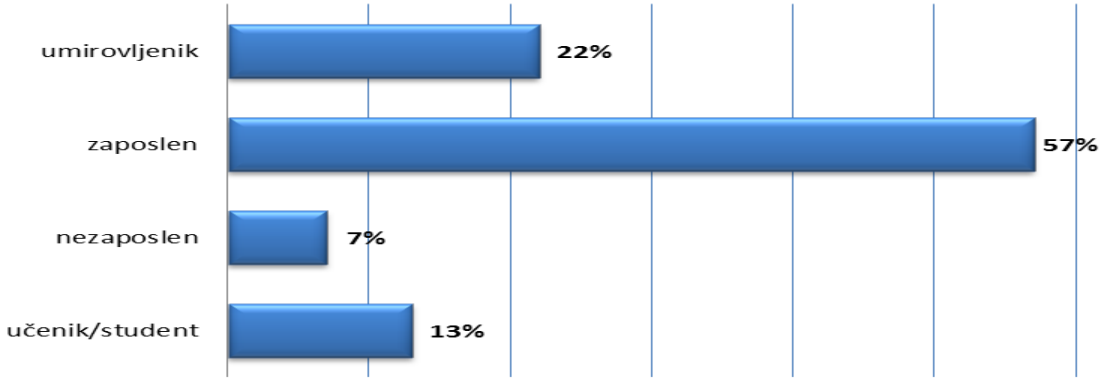
U tablici 1. prikazana je struktura polaznika s obzirom na spol, dob, stupanj obrazovanja i radni status. Iz nje je vidljivo da je zastupljenost žena na obukama veća od realne zastupljenosti žena u političkom životu, što govori kako su žene spremnije učiti nego muškarci.

U grafikonu 1. prikazana je obrazovna struktura u postotcima.



Grafikon 1. Obrazovna struktura polaznika

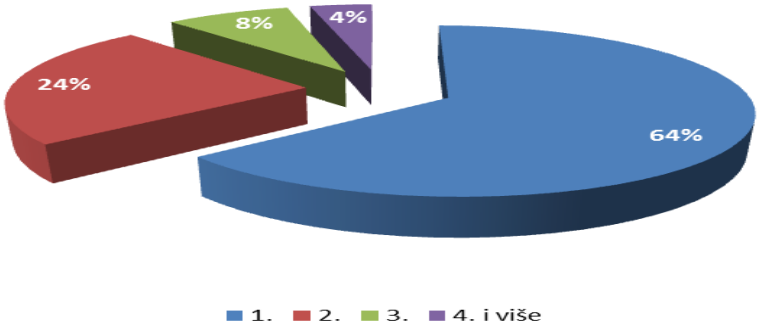
Posebice je potrebno objasniti podatak o čak 29 % ispitanika mlađih od 29 godina. Prema tomu bi se broju dalo zaključiti da je znatan udio relativno mladih lokalnih političara među ispitanicima. Naime, u programe obuke uključeni su i članovi savjeta mladih, savjetodavnoga tijela općinskomu i gradskomu vijeću. Njihovi članovi mogu biti članovi neke političke stranke, mogući su kandidati za buduće političare, ali trenutačno nisu aktivni sudionici politike i odlučivanja. Uz navedeno treba povezati i 13 % ispitanika koji su u kategoriji student/učenik, što se također odnosi na spomenutu kategoriju ispitanika.



Grafikon 2. Radni status ispitanika

U grafikonu 2. prikazan je radni status ispitanika iz kojeg je vidljivo da je samo polovica ispitanika iz grupe radno aktivnoga stanovništva.

Jedna od vrlo važnih varijabli koja se mora uzeti u korelaciju s dobnom i obrazovnom strukturom ispitanika jest pitanje političkoga iskustva. Važno je napomenuti da velik broj ispitanika (čak 37,15 %) nije odgovorio na to pitanje. Podatak da je samo 36 % ispitanika članom političkoga tijela u drugom ili više mandata rezultat je znatnoga broja članova savjeta mladih. U grafikonu 3. prikazano je političko iskustvo ispitanika.



Grafikon 3. Političko iskustvo ispitanika

Rezultati analize

Obuka se provodi dva dana, tematski pokriva sve što lokalna samouprava radi i treba raditi. Jedna se grupa pitanja sadržanih u evaluacijskom upitniku odnosi na zanimljivost tema o kojima se raspravlja tijekom obuke. Evaluacijski je upitnik napravljen tako da ispitanici zaokružuju određeni broj tema (pet) koje su slušali i koje su im najzanimljivije ili najmanje zanimljive. Polazeći od pretpostavke da su ispitanici najzanimljivijom smatrali temu koja im je i najkorisnija (i obrnuto, najmanje zanimljivom onu koju smatraju nepotrebnom), moguće je napraviti listu poretka tema koje su ispitanici doživjeli najkorisnijim ili najmanje korisnim.

U Tablici 2. prikazan je konkretan broj ispitanika koji svaku od tema smatraju zanimljivom. Iz tablice je razvidno kako je većini ispitanika najzanimljivija tema bila „Sudjelovanje građana u procesima odlučivanja i zagovaranje njihovih interesa". Relativno je visoko postavljena i tema „Etika" iako se ta tema prilično visoko nalazi i u tablici najmanje zanimljivih tema.

U tablici 3. istom je metodologijom prikazana lista odnosno konkretni broj ispitanika koji svaku od tema smatraju nezanimljivom.

Nije moguće odrediti razloge i uzroke zbog kojih su ispitanici pojedine teme ocijenili zanimljivima ili ne, ali je moguće izvući neke zaključke. Pri interpretaciji rezultata potrebno je uzeti u obzir i broj onih koji pojedinu temu nisu smatrali ni krajnje zanimljivom ni krajnje nezanimljivom. Tako dobiveni rezultati pokazuju da je tema „Akti i nadzor zakonitosti" ocijenjena najmanje zanimljivom, a ujedno je i vrlo malen broj ispitanika tu temu smatrao zanimljivom (77 ispitanika smatralo ju je najmanje zanimljivom, samo 36 najzanimljivijom, a svi ostalu nisu ju uopće uvrstili u ocjenjivanje). Kao članovi predstavničkih tijela ispitanici bi trebali tu temu smatrati posebice korisnom jer su oni ti koji donose opće akte i trebaju znati tijek, način i kvalitetu akata koje donose - osim ako misle da znaju sve i da im ne treba podučavanje.

R.br.	TEMA	BROJ ODGOVORA
1.	Sudjelovanje građana u procesima odlučivanja i zagovaranje njihovih interesa	**93**
2.	Etika	82
3.	Djelokrug poslova jedinica lokalne samouprave	51
4.	Tijela i ovlasti tijela jedinica lokalne samouprave	33
5.	Mjesna samouprava	55
6.	Međusobni odnosi izvršnoga čelnika i vijeća	72
7.	Vještine asertivnoga komuniciranja	78
8.	Osnove javnoga nastupa	75
9.	Timski rad	92
10.	Akti i nadzor zakonitosti	36
11.	Sustav financiranja jedinica lokalne samouprave	32
12.	Proračun jedinica lokalne samouprave	36

Tablica 2. Ocjena zanimljivosti tema – najzanimljivije teme

Najveću su frekventnost odgovora (po 130) imale teme u tablici prikazane pod brojevima 1., 2. i 7. Tema „Sudjelovanje građana u procesima odlučivanja i zagovaranje njihovih interesa" ocijenjena je kao najzanimljivija, što je pohvalno jer je uključivanje u rad uprave na svim razinama jedna od osnovnih postavki moderne uprave. Također su dobro ocijenjene teme „Timski rad" i „Etika". Ono što je pomalo zabrinjavajuće jest vrlo malena frekventnost tema koje obrađuju sustav, djelokrug i financiranje lokalne samouprave, dakle tema kojima se ispitanici konkretno obučavaju o dužnostima koje obavljaju. Najmanje je frekventna tema „Proračun jedinica lokalne samouprave", s ukupno 59 glasova, zatim „Sustav financiranja jedinica lokalne samouprave", koja je dobila ukupno 62 glasa, za „Djelokrug poslova jedinica lokalne samouprave" izjasnila su se 102 ispitanika, a za „Tijela i ovlasti tijela jedinica lokalne samouprave" ukupno 103 ispitanika. Takav odabir zanimljivih i nezanimljivih tema može označavati iznimnu želju lokalnih političara za učenjem novih pojavnosti i trendovskih tema koje im

nisu poznate, poput timskoga rada i asertivnoga komuniciranja, ili pak promišljanje da znaju sve o lokalnoj samoupravi unatoč tomu što su većina članovi političkoga tijela u prvom mandatu, dakle nemaju previše iskustva vezanih uz lokalnu samoupravu.

R.br.	TEMA	BROJ ODGOVORA
1.	Sudjelovanje građana u procesima odlučivanja i zagovaranje njihovih interesa	37
2.	Etika	48
3.	Djelokrug poslova jedinica lokalne samouprave	51
4.	Tijela i ovlasti tijela jedinica lokalne samouprave	70
5.	Mjesna samouprava	58
6.	Međusobni odnosi izvršnoga čelnika i vijeća	46
7.	Vještine asertivnoga komuniciranja	42
8.	Osnove javnoga nastupa	36
9.	Timski rad	19
10.	Akti i nadzor zakonitosti	77
11.	Sustav financiranja jedinica lokalne samouprave	30
12.	Proračun jedinica lokalne samouprave	23

Tablica 3. Ocjena zanimljivosti tema – najmanje zanimljivije teme

Vezano uz znanja potrebna za kvalitetno obavljanje dužnosti lokalnih političara, tablica 4. prikazuje vrijeme kada bi, prema mišljenju ispitanika, bilo najbolje organizirati obuke. U tome je većina ispitanika suglasna s potrebom provedbe obuke na samom početku mandata. Za potrebom neprekidnoga usavršavanja tijekom trajanja mandata izjasnila su se samo 44 ispitanika (17,39 % od ukupnoga broja onih obuhvaćenih uzorkom).

	BROJ ODGOVORA
Na početku mandata	111
Povremeno tijekom mandata	33
Neprekidno tijekom mandata	44
Nije potrebna obuka	-

Tablica 4. Vrijeme provedbe obuke

Na kraju obuke većina je ispitanika izrazila svoje zadovoljstvo kvalitetom i sadržajem obuke, trenere i samu obuku ocijenili su iznimno visokim ocjenama, što je prikazano u Tablici 5. Razvidno je da je minimalna ocjena ispunjenja očekivanja bila 4,2 - što je izvrstan pokazatelj za trenere i organizatore obuke. Potrebno je napomenuti da obuke provodi tim od dvaju trenera. U svim obukama čija su izvješća bila predmetom obrade sudjelovao je isti trener, a drugi se trener mijenjao. Tako visoke prosječne ocjene prikazuju izvrsnu pripremljenost i stručnost trenera.

	N	Minimum	Maksimum	Aritmetička sredina	Standardna devijacija
Ispunjenje očekivanja u odnosu na sadržaj obuke	253	4,2	4,9	4,582	,823

Tablica 5. Ispunjenje očekivanja u odnosu na sadržaj obuke

Od ukupnoga broja ispitanika, njih 233 preporučilo bi takvu obuku kolegama u drugim općinama i gradovima, a 20 ispitanika na to pitanje nije dalo odgovor. U tablici 6. prikazan je broj onih koji bi obuku preporučili u cjelini, većim dijelom ili djelomice, pri čemu je bitan broj onih koji bi obuku preporučili u cjelini.

	BROJ ODGOVORA
Nikako	-
U manjoj mjeri	-
Djelomice	2
Većim dijelom	41
U potpunosti	190

Tablica 6. Preporučljivost obuke

Zaključak

Na kraju se rada može utvrditi da je mali dio lokalnih političara koji su prošli obuku načelno svjestan potrebe za neprekidnim učenjem i usavršavanjem. Promatrani je uzorak malen da bi se dobila realna i vjerodostojna informacija o stavovima lokalnih političara. Ipak, riječ je o jedinom mogućem uzorku jer drugih obuka, usavršavanja ili tečajeva za lokalne političare nema. Taj neznatan broj pokazuje da vođe lokalnih jedinica nisu svjesni koliko važan i zahtjevan posao rade. Zakonodavac nije propisao posebne uvjete za kandidiranje na izborne liste pa općinskim i gradski vijećnicima postaju ljudi najrazličitijih obrazovnih

profila i stupnjeva obrazovanja. Logično je da bi svi oni trebali dobiti bar temeljna znanja o pravima, obvezama i dužnostima koje preuzimaju.
Baviti se politikom znači odlučivati o pravima, obvezama i pravnim interesima građana. To je vrlo odgovoran i zahtjevan posao koji traži dobro poznavanje pravnoga sustava, ustrojstva i djelovanja lokalne samouprave, menadžerskih i poduzetničkih kompetencija, psiholoških osobina pojedinaca, pravila ponašanja pojedinaca i grupa ljudi te brojna druga znanja. Sva ta znanja treba steći, neprekidno ih nadograđivati i nadopunjavati novim spoznajama koje donose znanost i struka, a sve je to moguće isključivo učenjem.
Na žalost, hrvatski političari na svim razinama premalo uče i žele učiti, a previše se oslanjaju (možda je točnije reći skrivaju) iza svoje stranke. Lalić je u svojem istraživanju političke scene Splita utvrdio veliku dozu usmjerenosti na hijerarhijski mehanizam vlasti. Po njemu su lokalni političari pokazali dominaciju elitističkoga pristupa rješavanju problema grada koji podrazumijeva da isključivo jedna skupina iznimnih ljudi, i to pripadnika određene političke opcije, može i treba naći rješenje za probleme. Istovremeno, krivnju za održavanje i produbljivanje problema grada uglavnom izbjegavaju uvidjeti kod sebe samih, već za to okrivljuju druge – nositelje suparničke političke opcije na lokalnoj razini i/ili obnašatelje bivše ili sadašnje državne vlasti. Kao razloge za takve stavove Lalić posebice ističe nisku razinu demokratske kulture (Lalić, 2002, 124). Ono što je kao realno stanje utvrđeno za Split slika je ukupne hrvatske političke scene.
Iako rezultati naših istraživanja pokazuju da su ispitanici načelno suglasni s provođenjem obuke, smatraju korisnim njezinu provedbu, realnim (ne)pokazivanjem zanimanja za ključne teme posredno dokazuju da nemaju dovoljno želje i motivacije za učenjem. Na kraju se može utvrditi da koncept cjeloživotnoga učenja nije istinski prihvaćen kao način života lokalnih političara.

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3D MODELING AS AN ACTIVITY FOR STUDENTS OF BOTH GENDERS AND DIFFERENT LEARNING STYLES

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Abstract
Developments in neuroscience and the understanding of the cognitive process of children are revealing new teaching possibilities, and providing the ability to adapt to individual differences in children. Students can, accordingly, be classified into three cognitive styles based on the pronounced activity of one brain hemisphere in their thinking and information processing: left-hemisphere, right-hemisphere, and integrative who do not display a dominant hemisphere. Likewise, they can be divided according to their cognitive representation system or sensory modalities of the VAKOG classification. The purpose of the research was to establish variations in the progress of spatial ability based on the use of 3D modeling between students of different learning styles, as classified by their cognitive and information interpretation tendencies. Used during technical subject classes in primary school, computerized 3D modeling may influence the spatial ability of students, which appears to be predominantly connected with the right brain hemisphere. Research was conducted among students in the 11 – 15 age group

from various primary schools across Slovenia. Data on spatial ability and its development was obtained using initial and final hybrid tests of spatial ability taken during two separate time periods, while the assessment of the perceptive style and cognitive style of students according to hemispheric dominance was performed on the basis of a self-evaluation questionnaire. 3D modeling was done with the software Trimble SketchUp.

Keywords: 3D modeling, hemispheric dominance, spatial ability

3D MODELIRANJE

Tehnika je znanost koja svakodnevno napreduje i mijenja se. Sukladno tomu mijenjaju se i nastavni plan i program. S razvojem računalstva i programske opreme prikazivanje predmeta/proizvoda je također dobilo nove dimenzije. U osnovnoj se školi u Sloveniji dugo rabio ciciCAD, dok se posljednjih godina sve više primjenjuje računalno 3D modeliranje, koje nalazimo i u najnovijem nastavnom planu (Fakin, Florjančič, Hostnik, Kocijančič, 2011) za predmet tehnika i tehnologija. Najveća prednost 3D modeliranja pred klasičnim tehničkim crtanjem i crtanjem pomoću alata ciciCAD je u tome da učenici predmet koji crtaju vide iz svih kutova gledanja u zamišljenom trodimenzionalnom prostoru. Kako navodi Lutar (Lutar, 2007), pri modeliranju razlikujemo dvije skupine svojstava: osnovna i primijenjena. Kao osnovno svojstvo autor navodi primjer profila što ga povlačimo uzduž krivulje te tako dobijemo tijelo. U primijenjeno svojstvo možemo npr. uvrstiti izradu rupe u predmetu, koju izvodimo tako da predmetu oduzmemo materijal. Tako dobijemo zamišljeni ili virtualni predmet, budući da ga ne možemo fizički primiti, ali možemo njime manipulirati. Field tvrdi (Field, 2004) da je naše razmišljanje pri modeliranju proizvoda trodimenzionalno. U klasičnom tehničkom crtanju učenici moraju predmet koji zamišljaju u tri dimenzije, prikazati na listu u dvije, čak i u slučaju izometrične projekcije, budući da je list papira dvodimenzionalni medij. Pri izradi proizvoda potrebno je opet napraviti transformaciju, ovaj put iz 2D u 3D. Pri modeliranju pomoću 3D modelatora s tim se teškoćama ne susrećemo. Dok se kod izometrične projekcije radi o tome da se zamišljeni prikaz trodimenzionalne slike predmeta stavlja na dvodimenzionalni medij, kod 3D modeliranja se radi o prikazu modela u virtualnom trodimenzionalnom prostoru. Tako pomoću vizualizacije pokušavamo učenicima prikazati kako bi trebao izgledati predmet koji će izraditi. Na taj način lako objekt, tj. predmet koji niti ne postoji, lako prikažemo kao vidljiv, budući da zamisao o gotovom proizvodu mentalno vizualiziramo. Najveću prednost vizualizacija predstavlja za učenike vizualnog spoznajnog stila, ali pomaže i učenicima kinestetičkog i auditivnog stila. Na predmetu tehnika i tehnologija učenici moraju vizualizirati tijekom više nastavnih sklopova, naročito kod tehničkog crtanja. Stupnjeve u tehničkoj realizaciji nam tako predstavljaju (Mancini, 2011): spoznaja, pamćenje, razmišljanje, imaginacija, mentalna vizualizacija i tehnička realizacija. Imaginacija je definirana kao maštanje, kreativno razmišljanje i sposobnost prikazivanja (Antič, 2011). Prema Manciniju (Mancini, 2011) je imaginacija »sposobnost, koja omogućava kreativno razmišljanje. U tom procesu stvarne slike postaju zamišljene, koje stvaralački um lakše obrađuje, kombinira i odabire« (Mancini, 2011, str. 70). 3D modeliranje pak je aktivnost, koja ne samo da je učenicima od velike pomoći pri izradi nacrta proizvoda, nego pozitivno utječe i na prostorno predočivanje.

PROSTORNO PREDOČIVANJE

Prostorno predočivanje lako bismo nazvali i vidnim (Gardner, 2010), jer je usko povezano s opažanjem vidljivoga svijeta. Kako navodi Mancini (Mancini, 2011), radi se o prikazivanju kopije zapamćenih spoznaja, jer ćemo nešto, što smo već vidjeli, lako dozvati u svijest, i lako ćemo misaonim manipulacijama tj. mentalnim vizualizacijama tražiti sličnosti među našim spoznajama, koje smo pohranili u sjećanju. Prostorno predočivanje jest zbir nekoliko različitih čimbenika: vidnog spoznavanja, crtanja, zamišljanja i preoblikovanja objekata ili prostora van kojih se nalazimo tj. prostora koje u tom trenutku ne vidimo. (Gardner, 2010) O prostornom se predočivanju govori onda kad pojedinac pokuša spoznati i precrtati predmet ili lik te odrediti kako bi to izgledalo nakon rotiranja. Takve pretvorbe mogu biti zahtjevne, budući da zahtijevaju okretanje predmeta u mislima. Roger Shepard (Shepard in Metzler, 1971), koji je istraživao prostorno predočivanje, tvrdio je da je vrijeme, koje je potrebno nekoj osobi da ocijeni jesu li neka dva lika ili predmeta jednaka, povezano s brojem rotacija koje su potrebne da se dođe do rješenja.

Istraživanja nam pokazuju da pri rješavanju problema sa slikama koristimo iste misaone procese kao u konkretnim situacijama. Dakle, onako kako možemo predmet okretati u stvarnosti, isto tako možemo ga okretati u vizualnoj manipulaciji. Misaona manipulacija je tako preslikavanje stvarnoga procesa. Ovdje se radi o višim kognitivnim aktivnostima, koje ostaju u kategoriji vizualnih aktivnosti i ne prelaze u apstraktne. (Gardner, 2010)

Glede samoga razumijevanja prostora i prostornih odnosa švicarski psiholog Jean Piaget govorio je o četiri stupnja (Labinowicz, 2010): senzomotoričkom (0-2 godine), predoperacionalnom (2-7 godina), stupnju konkretnih operacija (7-11 godina) i stupnju formalnih operacija (11-15 godina). Na ovom se posljednjem stupnju, dakle stupnju formalnih operacija, razumijevanje prostornih pojmova razvija još više sve do vrlo zapletenih geometrijskih sustava i prostornih odnosa. Piaget je tvrdio da perceptivni razvoj protječe kroz faze vezane uz različite tipove geometrije - topološku, projekcijsku, euklidsku. Na tom stupnju dijete razumije pojam apstraktnih prostora. Svoju točku gledanja poima tek kao jednu između svih koje su moguće i sposobno je povezivati svijet prikazanih oblika s određenim premisama te zaključivati što znače različiti oblici pretvorbe. Jednako tako može apstraktnim misaonim operacijama prikazati predmet uz mogućnost integracije elemenata. (Labinowicz, 2010; McNally, 1977)

Objašnjenje razumijevanja prostora u toj starosnoj dobi dopunili su neo-piageisti. Tako je Andreas Demetriou (Demetriou i Raftopoulos, 2004) imaginacijsko-spacijalno spoznavanje djece u toj starosnoj dobi podijelio na slijedeće faze:

- 11 – 12 godina: sposobni su spoznati apstraktnu predodžbu slika i predmeta,
- 13 – 14 godina: na originalne načine si zamišljaju poznate i nepoznate slike i predmete,
- 15 – 16 godina: dorasli su za misaone manipulacije pri tvorbi predodžbi slika i predmeta te za oblikovanje estetskih kriterija.

Zanimljiva je također usporedba prostornog predočivanja među spolovima i njegovo poboljšanje samo na osnovu 3D modeliranja. Prema nekim istraživanjima (Martin-Dorta, Saorin in Contero, 2008) i rezultatima (Sorby, 2006; Sorby, 2007; Sorby, 2009), muški bi bili uspješniji u prostornom predočivnju, prema drugima pak (Basham, 2007; Titze, Heil i Jansen, 2008; Koch, 2006) te bi razlike bile minimalne ili nikakve. Prema jednoj od tih teorija, razlika među spolovima mogla bi biti posljedica evolucijskoga faktora (Gardner, 2010), no to su uglavnom samo pretpostavke (Kolb i Whishaw, 2014), jer onda nisu bila izvedena testiranja i vjerojatno nećemo nikada točno znati zašto je tijekom evolucije došlo do razlika u razvoju između muškog i ženskog mozga. McGee (McGee, 1979) je smatrao da je prostorno predočivanje nasljedno preko recesivnoga gena na X-kromosomu. Postoje i objašnjenja (Kolb i Whishaw, 2003) kako je moguće da na prostorno predočivanje utječu hormoni, a to bi bilo izraženije kod odraslih nego kod djece, nakon velikih hormonskih promjena u razdoblju puberteta. Čimbenici na koje utječu hormoni (Kolb i Whishaw, 2014) nalaze se u mozgu, vjerojatno u neuronskim mrežama, koje su također odgovorne za prostorno predočivanje. Muški i ženski mozak (Zaidi, 2010) razlikuju se i s anatomskog aspekta. Tako je kod muških osoba desna hemisfera deblja nego kod ženskih, što bi mogao biti razlog boljeg prostornog predočivanja kod muških osoba. S druge strane imamo lijevu hemisferu, koja je odgovorna za jezik, deblja je kod ženskih osoba. Istraživanja (Sabbatini, 2000) su također pokazala da je desni inferiorni parijetalni lobus (donji dio desnog tjemenog režnja) povezan s razumijevanjem prostornih odnosa i odnosima među pojedinim dijelovima predmeta, dok se lijevi povezuje s percepcijom vremena, brzine i misaonim manipulacijama tj. rotacijama 3D predmeta u mozgu.

SPOZNAJNI STILOVI

Ljudi spoznaju svijet oko sebe pomoću osjetila koja primaju podražaje te ih preko živčanih stanica šalju u mozak koji nam daje odgovore. »Izrazom stilovi spoznavanja označujemo razmjerno dosljedne i trajne posebnosti pojedinca u tome kako prima, pohranjuje, obrađuje i organizira informacije te na njihovoj osnovi rješava probleme. Stil spoznavanja pak označuje senzorni kanal – osjet (vid, sluh, opip …), kojemu pojedinac daje prednost pri percepciji i unutarnjem doživljaju osjetnih dojmova iz okoline.« (Marentič-Požarnik, 2000, str. 152)

Senzorne kanale odnosno načine primanja informacija možemo podijeliti po sistemu VAKOG (Marentič-Požarnik, 2000):

- V – vizualni (vidni),
- A – auditivni (slušni),
- K – kinestetički (preko pokreta),
- O – olfaktorni (mirisni),
- G – gustatorni (okusni).

Prema autorima Marentič i Požarnik (Marentič-Požarnik, 2000) osjetila mirisa i okusa vrlo su rijetko uključena pri učenju.

HEMISFERNA LATERALIZACIJA

Barbara Meister Vitale (Meister Vitale, 2004) u svojem djelu navodi postojanje različitih objašnjenja specijalizacije moždanih hemisfera. Prema jednom objašnjenju, do četvrte se godine moždane hemisfere razvijaju simetrično. Specijalizacija se odvija tek nakon četvrte godine. Svaka polutka mozga ima svoja razvijenija područja različitih kognitivnih funkcija. Specijalizacija završava do navršene pete godine života. Prema drugom tumačenju, hemisferna dominacija, lateralizacija i funkcionalna specijalizacija pojavljuju se nakon rođenja, u određenim razdobljima. Pojedine se specijalizirane funkcije aktiviraju kad je dijete izloženo određenim podražajima iz okoline. Lateralizacija nije vidljiva sve dok se u cijelosti ne razvije corpus callosum (žuljevito tijelo) između polutki, što se dogodi između pete i šeste godine. Specijalizacija i lateralizacija su okončane oko devete godine. Treća teorija govori o tome da su jezične funkcije razvijene prilikom rođenja, dok se specijalizacija ostalih razvija postupno i završava u doba puberteta.

Reynolds, Kaltsounis i Torrance (Reynolds, Kaltsounis i Torrance, 1979) su se po pitanju funkcije moždanih polutki opredijelili za desnohemisferični i lijevohemisferični stil učenja.

Tablica 1. Preuzeti izbor nekih razlika između oba stila učenja prikazan je u donjoj tablici.

Lijevohemisferičan	Desnohemisferičan
Prepoznavanje i pamćenje imena.	Prepoznavanje i pamćenje lica.
Traženje verbalnih naputaka.	Traženje vizualno-kinestetičkih naputaka.
Dobro pamćenje rječničkoga materiala.	Dobro zvučno pamćenje.
Uporaba jezika pri učenju.	Uporaba slika pri učenju.
Kontinuirana obrada informacija.	Obrada informacija prema uzorcima.

Odgovaranje na poticaje drugih.	Vlastita aktivnost – inicijativnost.
Naklonost utvrđenim i potankim nacrtima.	Sklonost improvizaciji.
Mala uporaba metafora, analogija.	Velika uporaba metafora, analogija.
Kritičnost, analitičnost.	Kreativnost, sintetiziranje, asocijativnost.
Uporaba logike pri rješavanju problema.	Intuitivnost pri rješavanju problema.
Davanje prednosti dobro strukturiranim problemima.	Davanje prednosti otvorenim zadacima.
Traženje činjenica i podataka.	Traženje smisla.
Sklonost k realizmu i poboljšanju postojećega.	Sklonost k fantaziji, otkrivanju novoga.
Sistematično učenje.	Učenje otkrivanjem.
Više racionalan.	Više kreativan.
Uspješnost pri sporom učenju.	Uspješnost pri slučajnom učenju.

Danas znamo da pored dviju spomenutih kategorija postoje i učenici integrativnoga tipa, kod kojih hemisferna dominacija nije posebice izražena.

METODOLOGIJA ISTRAŽIVANJA

Didaktički eksperiment je trajao dvije školske godine, 2011/2012 te 2012/2013. Istraživačkim su uzorkom obuhvaćeni učenici jedanaest slovenskih osnovnih škola u kojima se izvodila slobodna aktivnost 3D modeliranje. U eksperimentalnoj je skupini bilo 95 učenika, a u kontrolnoj 101. Sudjelovali su učenici od 6. do 9. razreda, 107 je bilo muških, 89 ženskih. Podaci su bili izabrani na osnovi osnovnih podataka o učenicima, inicijalnim i finalnim testom prostornog predočivanja, testom samoprocjene o stilovima učenja, tj. spoznavanja, testom samoprocjene o viševrsnoj inteligenciji te testom samoprocjene »Tvoj stil učenja i razmišljanja«.

Uzorak

U istraživanju je sudjelovalo 196 učenika 11 slovenskih osnovnih škola. Od toga je 95 (48,5 %) predstavljalo eksperimentalnu skupinu, a 101 (51,5 %) kontrolnu skupinu. Neznatno su prevladavali muški, bilo ih je 107, što je predstavljalo 54,6 %, dok je ženskih bilo 89, odnosno 45,4 %.

Instrument i postupci izbora podataka

Eksperimentalni faktor je imao dva modaliteta: kontrolnu skupinu, u koju su bili uključeni učenici koji nisu sudjelovali u slobodnoj aktivnosti 3D modeliranje, te su u fazi projektiranja proizvoda rabili »klasični« način, dakle olovku i list papira, te eksperimentalnu skupinu, u koju su bili uključeni učenici koji su pohađali slobodnu aktivnost 3D modeliranje. Tijekom slobodne aktivnosti modelirali su na osnovi pravokutne i izometrične projekcije i to predmete iz okoline i unutar zgrade. Eksperimentalna skupina učenika je za 3D modeliranje rabila programsko oruđe TrimbleSketchUp.

Prije početka eksperimenta provjeravalo se prostorno predočivanje učenika hibridnim testom prostornog predočivanja 1. Po završetku eksperimenta isto je tako provjereno prostorno predočivanje učenika hibridnim testom prostornog predočivanja 2. Oba su testa sadržavala jednake skupine zadataka, bilo ih je 14, u kojima je bilo moguće osvojiti ukupno 16 bodova. Test prostornog predočivanja bio je sastavljen na temelju poznatih skupina testova prostornog predočivanja: PRT (Picture Rotation Test), Form Board Test, The Punched Holes Test (Paper Folding Test), DAT:SR (Differential Aptitude Test: Space Relations), The Surface Development Test, MRT (Mental Rotation Test), PSVT:R (Purdue Spatial Visualization Test: Rotations). To su bili zadaci začije je pravilno riješavanje bilo potrebno misaono manipuliranje. Testovima se utvrđivalo razumijevanje odnosa pojedinih geometrijskih likova glede na rotacije u ravnini, kao i predmeta glede na rotacije u zamišljenom 3D prostoru.

REZULTATI ISTRAŽIVANJA

Razlike između eksperimentalne i kontrolne skupine pri ukupnom rezultatu inicijalnoga testa prostornog predočivanja prikazane su u tablici 2.

Tablica 2: Ishod t-testa za provjeru razlika u ukupnom rezultatu prostornog predočivanja među učenicima eksperimentalne (ES) i kontrolne (KS) skupine prije eksperimenta.

SKUPINA	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test homogenosti varijanci		Test razlika aritmetičkih sredina	
				F	P	t	P
ES	95	7,62	2,718	0,002	0,965	-1,956	0,052

KS	101	8,38	2,686				

Pretpostavka o homogenosti varijanci, na kojoj se temeljila uporaba t-testa, bila je opravdana (F = 0,002; P = 0,965). Kako je pokazao ishod t-testa, na inicijalnom testu prostornog predočivanja među učenicima eksperimentalne i kontrolne skupine nije postojala statistički značajna razlika (t = -1,956; P = 0,052).

U tablici 3 su prikazane razlike na finalnom testu prostornog predočivanja učenika eksperimentalne i kontrolne skupine.

Tablica 3: Ishod t-testa za provjeru razlika u ukupnom rezultatu prostornog predočivanja među učenicima eksperimentalne (ES) i kontrolne (KS) skupine nakon eksperimenta.

SKUPINA	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test homogenosti varijanci		Test razlika aritmetičkih sredina	
				F	P	t	P
ES	95	10,32	2,826	5,292	0,022	6,393	0,000
KS	101	7,39	3,566				

Budući da pretpostavka o homogenosti varijanci, na kojoj se temeljio t-test, nije bila opravdana (F = 5,292; P = 0,022), kao referenca je uzet rezultat aproksimativne metode t-testa. Time je pokazano (t = 6,393; P = 0,000) da je postojala statistički značajna razlika između učenika eksperimentalne i kontrolne skupine pri ukupnom rezultatu testa prostornog predočivanja.

Napredak prostornog predočivanja učenika eksperimentalne skupine na finalnom testu glede na inicijalni prikazan je u tablici 4.

Tablica 4: Ishod t-testa za provjeru razlika rezultata prostornog predočivanja u inicijalnom i finalnom stanju.

Test (ukupno)	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test razlika aritmetičkih sredina	
				t	P
Inicijalni	95	7,62	2,718	-10,818	0,000
Finalni	95	10,32	2,826		

Ishod t-testa razlika aritmetičkih sredina pokazao je da postoje statistički značajne razlike između inicijalnoga i finalnoga stanja ukupnoga rezultata testa prostornog predočivanja (t = -10,818; P = 0,000).

Razlike rezultata inicijalnoga i finalnoga testa prostornog predočivanja kod oba spola prikazane su u tablici 5.

Tablica 5: Ishod t-testa za provjeru razlika rezultata inicijalnoga i finalnoga stanja kod muških (M) i ženskih (Ž).

SPOL	Test	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test razlika aritmetičkih sredina	
					t	P
M	Inicijalni	63	7,78	2,721	-7,727	0,000
	Finalni	63	10,16	2,835		
Ž	Inicijalni	32	7,31	2,729	-8,125	0,000

	Finalni	32	10,63	2,826		

Ishod t-testa razlika aritmetičkih sredina pokazao je da postoje statistički značajne razlike između inicijalnog i finalnog testa prostornog predočivanja kako kod muških (t = -7,727; P = 0,000) tako i kod ženskih (t = -8,125; P = 0,000).
Rezultati inicijalnog i finalnog stanja kod učenika vizualnoga, kinestetičkoga i auditivnoga spoznajnoga stila prikazani su u tablici 6.

Tablica 6: Ishod t-testa za provjeru razlika rezultata inicijalnoga i finalnoga stanja pri vizualnom (V), kinestetičkom (K) i auditivnom (A) tipu učenika.

SPOZNAJNI STIL	Test	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test razlika aritmetičkih sredina	
					t	P
V	Inicijalni	31	7,55	2,694	-7,062	0,000
	Finalni	31	10,81	2,774		
K	Inicijalni	24	8,46	3,134	-4,546	0,000
	Finalni	24	10,58	3,348		
A	Inicijalni	20	7,10	1,651	-5,384	0,000
	Finalni	20	10,10	2,337		

Iz t-testa razlika aritmetičkih sredina zaključujemo da postoje statistički značajne razlike između inicijalnoga i finalnoga testa prostornog predočivanja kako u učenika vizualnog spoznajnog stila (t = -7,062; P = 0,000), tako u učenika kinestetičkoga (t = -4,546; P = 0,000) i auditivnoga (t = -5,384; P = 0,000) spoznajnoga stila.
Rezultati glede hemisferne lateralizacije eksperimentalne skupine prikazani su u tablici 7.

Tablica 7: Ishod t-testa za provjeru razlika rezultata inicijalnoga i finalnoga stanja lijevohemisfernih (L), integrativnih (I) i desnohemisfernih (D) učenika.

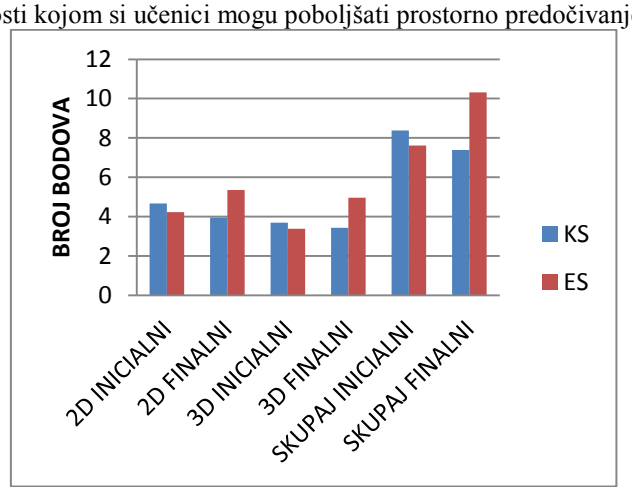
HEMI-SFERIČNOST	Test	Numerus n	Aritmetička sredina $\overline{x}$	Standardna devijacija s	Test razlika aritmetičkih sredina	
					t	P
L	Inicijalni	17	7,18	2,604	-5,274	0,000
	Finalni	17	10,18	2,675		
I	Inicijalni	40	7,60	2,479	-7,592	0,000
	Finalni	40	10,50	2,882		
D	Inicijalni	29	8,03	3,065	-5,227	0,000

	Finalni	29	10,28	3,069		

Iz t-testa razlika aritmetičkih sredina zaključujemo da postoje statistički značajne razlike između inicijalnoga i finalnoga testa prostornog predočivanja pri lijevohemisfernim (t = -5,274; P = 0,000), integrativnim (t = -7,592; P = 0,000) i desnohemisfernim (-5,227; P = 0,000) učenicima.

ZAKLJUČAK

Na testu prostornog predočivanja, izvedenom prije eksperimenta, prosječno više bodova ostvarili su učenici kontrolne ($\overline{x}$ = 8,38), a ne eksperimentalne ($\overline{x}$ = 7,62) skupine. Na finalnom pak je testu razlika među učenicima eksperimentalne ($\overline{x}$ = 10,32) i kontrolne ($\overline{x}$ = 7,39) skupine bila u korist eksperimentalne skupine. Iz grafičkog je prikaza (Slika 1) inicijalnoga i finalnoga testa razvidno da su rezultati eksperimentalne (ES) skupine na sve tri razine (dijelovima testa vezanima za rotacije predmeta u ravnini ili zamišljenom 3D prostoru te u ukupnom broju bodova) bolji u odnosu na kontrolnu (KS) skupinu. Razlike su očite, naročito ako uzmemo u obzir činjenicu da je eksperimentalna skupina na inicijalnom testu postigla slabije rezultate od kontrolne skupine. Usporedbom prosječnih rezultata samo eksperimentalne skupine na cjelokupnom testu zaključujemo da su na finalnom testu dosegnuti statistički dokazano bolji rezultati nego na inicijalnom testu. Sve navedene činjenice govore u prilog 3D modeliranju kao aktivnosti kojom si učenici mogu poboljšati prostorno predočivanje.



Slika 1: Aritmetička sredina ostvarenih bodova na pojedinim razinama inicijalnoga i finalnoga testa prostornog predočivanja kontrolne (KS) i eksperimentalne (ES) skupine.

U prosjeku, muški eksperimentalne skupine na finalnom su testu skupili 2,38 bodova više nego na inicijalnom, a ženske 3,32 boda više. Utvrđeno je bilo da su i muški i ženske pokazali napredak na finalnom testu u odnosu na inicijalni. Dapače, veći su napredak, suprotno nekim tradicionalnim pogledima, pokazale ženske, koje su na inicijalnom testu postigle niži broj bodova nego muški, dok su ih na finalnom prestigle. Iz toga možemo zaključiti da je 3D modeliranje imalo čak nešto veći utjecaj na razvijanje prostornog predočivanja kod ženskih. U svakom slučaju, aktivnost je pokazala pozitivne učinke glede prostornog predočivanja u oba spola.

Učenici vizualnog spoznajnog stila prosječno su na završnom testu prostornog predočivanja ostvarili 3,26 bodova više nego na inicijalnom, kinestetički 2,12 bodova više a auditivni tip učenika 3,00 boda više. Donekle slabiji napredak kinestetika možemo obrazložiti činjenicom da se rad odvijao na računalu, pri čemu su cijeli školski sat morali sjediti na svom radnom mjestu.

Usporedbom prosječnih vrijednosti rezultata oba testiranja dolazimo do zaključka da su lijevohemisferni učenici na finalnom testu prostornog predočivanja postigli 3,00, integrativni 2,90 te desnohemisferni 2,25 bodova više nego na inicijalnom. Desnohemisferni su učenici u inicijalnom stanju bili iznad ostale dvije skupine te su vjerojatno već imali razvijenu određenu razinu prostornog predočivanja, stoga je i napredak bio manji.

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SOCIAL NETWORKS IN EDUCATION: WHAT DO STUDENTS OF UNIVERSITY OF MOSTAR THINK

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Abstract
The recent years have been marked by the high popularity of the social networks among the young people. The research has shown that they were used at all hours and for various activities while different authors have researched the possibility of applying Internet and social networks to educational purposes. Accordingly, this papers is presenting the results of the research about the Internet and Facebook related habits of students of the University of Mostar. Questions related to what do they do on the Internet and Facebook and in what measure were asked. The accent has been put on Facebook as the most expanded social network and it has been investigated whether students use Facebook, how and in what measure related to educational purposes. Furthermore, what are their opinions about the possibility and the importance of applying social networks in the communication with the teaching staff and the influence on the quality of the educational process.

Keywords: Internet, Facebook, social networks, studying, quality of the educational process

1. Uvodna razmatranja

Andreas Kaplan i Michael Haenlein definiraju društvene medije kao „skupinu Internet aplikacija koje su izgrađene na ideološkim i tehnološkim osnovicama Web 2.0 tehnologije koje omogućavaju kreiranje i razmjenu korisnički generiranog sadržaja“ (1).
Polazeći od ovakve definicije vidljivo je da pojam društvenih mreža (engl. *Social network*) podrazumijeva naprednu informacijsko komunikacijsku tehnologiju (ICT), a posljednjih godina smo svjedoci prave revolucije u razvoju navedene tehnologije. ICT je značajno uznapredovao te je dostupan skoro svima, a pojmovi digitalizacija, informatizacija, engl. *electronic* su neizostavnim u svim sferama. Sve se nastoji informatizirati kako bi se sve aktivnost obavljale puno brze, efikasnije i efektivnije. Naravno, ni sektor obrazovanja nije zaobiđen te je informatizacija zahvatila ovaj sektor. ICT se počinje intenzivnije koristiti u realizaciji nastave, škole i fakulteti kreiraju svoje web stranice, otvaraj profile na društvenim mrežama, sve se više govori i e-Dnevnicima i sl. Naravno kako bi neke od navedenih aktivnosti bile uspješne i u potpunosti zaživjele prvenstveno je potrebna suradnja i dobra volja svih zainteresiranih strana. Bitno je napomenuti da se uz navedeno zahtjeva i odgovarajuća razina informatičke pismenosti, posebice starijih dionika koji se „nisu rodili s tehnologijom“.

2. Kratak osvrt na društvene mreže

Društvene mreže su zadnjih godina fenomen koji je zahvatio cijeli svijet i skoro da je jeko teško opisati strukturu korisnika društvenih mreža - koriste ih i žene i muškarci, i mladi i stari, i u privatne i u poslovne svrhe. A što su zapravo društvene mreže? Društvene mreže su online servisi, najčešće besplatni, koji korisnicima pružaju razne načine i vrste komunikacije sa svijetom (ostalim korisnicima) i osobne prezentacije. Broj korisnika različitih društvenih mreža se mjeri u milijunima, a većina korisnika ih koristi zbog jednostavnog društvenog kontakta, grupiranja po interesima, dijeljenja fotografija te masovnog komuniciranja, ali nekima društvene mreže predstavljaju i odličan poslovni potez. Društvene mreže imaju svoju ulogu u marketingu te služe za web promociju i oglašavanje koje se smatra društveno odgovornim i izrazito ekološkim jer se ne troši papir i otpadom ne zagađuje priroda. Temelje se na internetskim i pokretnim tehnologijama te se za njih svakodnevno razvijaju nove aplikacije i dodaci za zabavu.
Za pristup društvenim mrežama je potrebno znati osnove korištenja ICT (računala ili pametnog telefona) i imati pristup Internetu. Kod prijavljivanja za društveno umrežavanje (prijavljivanje na neku društvenu mrežu), temeljni korak je izrada vlastitog profila tijekom čega se od korisnika zahtijevaju određeni podaci, često i osobne prirode (ime, prezime, datum rođenja, spol, mjesto rođenja, mjesto življenja, podatke o obrazovanju …). Ostali podaci podrazumijevaju sljedeće: interese, sklonosti, omiljene aktivnosti i mnoge druge. Društvene mreže omogućuju pojedincima neku vrstu anonimnosti pri kontaktu s drugim osobama, iako su na korisničkim profilima ispisane osobne informacije. Jednostavnost i lakoća pristupanju nepoznatoj osobi, na temelju zajedničkih interesa nikad nisu bili lakši. Ali zbog opasnosti koje prijete korisnicima društvenih mreža svakako treba obratiti pažnju na otkrivanje velike količine osobnih ili povjerljivih informacija. Kao bi se osigurala privatnost korisnika društvene mreže nude mogućnost izbora koje informacije i kome trebaju biti vidljive, a i na korisnicima je da odluče koliko će točne podatke prikazati.
Do razvoja društvenih mreža je bilo omogućeno pasivno pregledavanje sadržaja objavljenih na Internetu (na web stranicama) uz vrlo malu ili nikakvu interaktivnu komunikaciju. Ako se komunikacija realizirala to je značilo dvosmjernu komunikaciju s vlasnicima tih web stranica putem foruma, ukoliko su te web stranica posjedovale Forum. Društvene mreže su omogućila upravo to – komunikaciju – i danas su najpopularniji vid internet komunikacije. Strukturu društvenih mreža čine pojedinci

(pojedini profili) koji se nazivaju "čvorovi", povezani su specifičnim interesima: prijateljstvo, rodbinske veze, ideje, zajednički interesi, financijski interesi, povjerenje, znanje i prestiž.
Naravno, iako je popularnost društvenih mreža jako velika i na spomen najpopularnijih je za pretpostaviti da su sve društvene mreže polučile uspjeh, postoje i one koje nisu imale velikog uspjeha svuda u svijetu, u nekim dijelima svijeta su imale golemu popularnost, do u drugim nisu. Tako npr. Windows live Spaces (Microsoft) u SAD-u nije postigao uspjeh, dok u Europi je. Myspace je pokrenut 2003. godine, a tek je nakon godinu dana postojanja postigao zapažen uspjeh i to pretežno među tinejdžerima. Isto tako Mixi postiže uspjeh u Japanu, LunarStorm u Švedskoj, Hyves u Nizozemskoj, Grono u Poljskoj, Hi5 na američkim kontinentima i Europi, itd.
Isto tako uz svu svakodnevnu priču o društvenim mrežama za pretpostaviti je da iste nemaju negativnih strana. Međutim kako korištenje društvenih mreža donosi neka dobre strane ima i svojih negativnih strana. Među prednostima i nedostacima društvenih mreža se navodi sljedeće:

Prednosti	**Nedostaci**
• Besplatan pristup	• Nedostatak privatnosti
• Neobvezan pristup	• Mogućnost postojanja lažnih identiteta
• Mogućnost stjecanja novih prijatelja	• Mogućnost razvijanja ovisnosti
• Informatičko obrazovanje	• Cyber nasilje
• Osnivanje novog posla	• Uhođenje (engl. *stalking*)
• Održavanje kontakata	• Mogućnost phishing napada
• Praćenje aktualnih tema	• Zapostavljanje direktne komunikacije
• Reklamiranje	

2.1. Facebook

Prema podacima s Wikipedie u svijetu postoji više od 250 različitih društvenih mreža. Sve se one razlikuju prema zemljopisnom području na kojem su pokrenute, području u kojem se najviše koriste, broju korisnika i sadržajima koje podržavaju.
Trenutno je prema broju korisnika najkorištenija društvena mreža Facebook - internetska društvena mreža koju je 2004. godine osnovao Mark Zuckerberg. Facebook je inicijalno kreiran samo za studente Sveučilišta Harvard kako bi mogli međusobno komunicirati i razmjenjivati informacije. Ideja Facebooka je putem Interneta i na vrlo jednostavan način povezati ljude koji se već poznaju u stvarnom životu – odnosno omogućavanje povezivanja, komunikacije i socijalizacije s prijateljima ili rodbinom te s ljudima koji su im bliski.
Facebook karakteriziraju brojne aplikacije koje stoje na raspolaganju korisnicima s registriranim profilima - moguće je imati virtualne kućne ljubimce, primati virtualne darove i čestitke, rješavati kvizove, igrati igre i slično, a broj aplikacija se kontinuirano povećava. Kako bi osigurao sigurnost i privatnost svojim korisnicima Facebook nudi mogućnost kontrole privatnosti pa korisnik prema vlastitim željama može sakriti svoj profil i fotografije te se zaštititi od nepoznatih ljudi. Ova web usluga je potpuno besplatna za sve korisnike, a prihode ostvaruje od sponzora i oglašavanja putem reklama koje se pojavljuju uz svaki profil. Kao razlog velike popularnosti Facebooka najčešće se navodi kreiranje profila s pravim imenima te autentičnim informacijama o pojedinim korisnicima.
O prihvaćenosti navedene aplikacije govori i činjenica da Facebook danas ima više od 1,28 milijardi korisnika, a Facebook Messenger, njihova aplikacija za instant poruke više od 200 milijuna korisnika (2, 3).

Unatoč istaknutim negativnim stranama, društvene mreže se sve više i više koriste u svakodnevnom životu, a u slučaju osoba mlađih od 25 godina to podrazumijeva njihovo korištenje i u obrazovanju. S obzirom da je trenutno najpoznatija i najprihvaćenije društvena mreža FACEBOOK cilj rada je bio istražiti koriste li studenti Facebook, kako i koliko u obrazovne svrhe te kakvog su mišljenja o mogućnostima i važnosti primjene društvenih mreža u komunikaciji s nastavnim osobljem te njihovom utjecaju na kvalitetu obrazovnog procesa. Još jedan od razloga koji je autora potaknuo na niz istraživanja o Facebooku u obrazovanju je i jedna činjenica iz osobnog iskustva. Naime, dogodilo se da je informacija objavljena na Facebook profilu samo 7-8 sata prije termina održavanja sastanka polučila bolju posjećenost sastanku nego informacija objavljena na službenoj stranici fakulteta 24 sata prije zadanog termina (sastanak je bio zakazan u 8:00 ujutro).

3. Metodologija istraživanja

Empirijsko istraživanje je provedeno tijekom studenog 2013. godine među studentima svih godina preddiplomskog studija Ekonomskog fakulteta Sveučilišta u Mostaru. Sudjelovanje u istraživanju je bilo dobrovoljno i anonimno, a obuhvatilo je 173 slučajno izabranih studenata, od čega je za daljnju obradu zadržano 157 upitnika. Korišteni upitnik je sadržavao pitanja o spolu i dobi te o upotrebi računala (koliko često, koje aktivnosti, ...), poznavanju društvenih mreža (koje mreže koriste, koliko često, što na njima rade, ...) te o kombinaciji Facebooka i obrazovnog procesa (koriste li ga u obrazovne svrhe te što misle o tome).
Podaci iz upitnika su uneseni u bazu podataka u programu SPSS for Windows 16.0. koji je i korišten za izračunavanje deskriptivnih pokazatelja – za iskazivanje rezultata su korištene apsolutne i relativne (%) frekvencije.

4. Rezultati

U analizu je uključeno 157 studenata i prema njihovim odgovorima pokazalo se da je spolna struktura sljedeća: 59 (37,6%) muškaraca i 98 (62,4%) žena. S obzirom da je istraživanje provedeno među studentima njihova dob se kretala između 18 i 25 godina.
Što se tiče informatičke pismenosti studenata uključenih u istraživanje prema rezultatima svi ispitanici koriste računalo, i to njih 80,9% ga koristi svaki dan, a ostalih 19,1% nekoliko puta tjedno. Kao svrhu korištenja računala znatno više ispitanika navodi zabavu (138; 87,9%), dok je za ostale primarni razlog učenje. Od programa (aplikacija) koje studenti najčešće koriste na računalu prednjače različiti Internet preglednici (Internet Explorer, Mozilla Firefox, Google Chrome, Opera, …) te Microsoft Office paket s naglaskom na Word, Excel i PowerPoint dok je samo nekolicina studenata navela i Access. Izrazito je značajno zastupljen odgovor koristim Facebook (dalo ga je više od 70% ispitanika).
Studenti računalo najčešće koriste doma, prema odgovorima, njih 155 (98,7%). Nitko od studenata nije naveo fakultet kao mjesto najčešćeg korištenja računala iako i prostorijama Fakulteta postoje računala koje imaju pristup Internetu i studenti ih mogu bez problema koristi. Naravno ovakav rezultat može biti posljedica vremena koje studenti provedu na fakultetu i kod kuće. Za pretpostaviti je da na fakultetu aktivno sudjeluju u nastavi i vježbama te im ne ostaje puno vremena za slobodan rad na računalima pa je i logično da puno više vremena za računalom provode doma. Što se tiče pristupa Internetu 149 (94,9%) studenata navodi da od kuće ima pristup Internetu, a 125 (79,6%) Internet koristi svaki dan. Od ostalih studenata njih 27 (17,2%) Internetom surfa nekoliko puta tjedno, a 4 studenata navodi da to čini rjeđe. Studenti koji Internet koriste svaki dan su navodili i koliko dnevno vremena potroše na surfanje. Tako su rezultati pokazali da je od njih 125 koji svakodnevno koriste Internet, više od polovine (56,8%) dnevno na Internetu provede od jednog do tri sata. Raspodjela ostalih studenata prema dužini vremena kojeg dnevno provedu na Internetu je sljedeća: 16% do sat vremena, 20,8% od 3 do 5 sati, a 8 studenata (6,4%) duže od 5 sati.

Što se tiče društvenih mreža, istraživalo se koje su društvene mreže studentima poznati, na kojima imaju profile (korisničke račune) te koje aktivno koriste. Rezultati su prikazani u tablici 1.

Tablica 1. Poznavanje i korištenje pojedinih društvenih mreža

Društvena mreža	F (%) – (n=157)		
	Poznata?	Imaju profil? (korisnički račun)	Aktivno koriste?
Twitter	114 (72,6)	18 (11,5)	5 (3,2)
Facebook	155 (98,7)	154 (98,1)	151 (96,2)
MySpace	127 (80,9)	21 (13,4)	5 (3,2)
LinkedIn	22 (14,0)	2 (1,3)	0
Hi5	21 (13,0)	7 (4,5)	2 (1,3)
Ning	2 (1,3)	0	0
Bebo	7 (4,5)	0	0
Drugo	-	7 (4,5)	2 (1,3)

Izvor: izrada autora prema rezultatima istraživanja

S obzirom na trenutnu svjetsku popularnost društvene mreže Facebook ni ne iznenađuju dobiveni rezultati. Skoro pa svim ispitanicima je poznat Facebook, skori svi ispitanici na njemu imaju kreiran vlastiti profil i skoro svi ga aktivno koriste. Ostale ponuđene društvene mreže ne koristi značajan broj studenata, ali su im Twitter i MySpace relativno poznati. Osim navedenih mreža nekolicina studenata je navela da koristi i neke druge društvene mreže koje nisu ponuđene među odgovorima navodeći da se radi o Instagramu i Youtube-u. Troje studenata je navelo da ne kositi nikakvu društvenu mrežu, a dvoje navodi da koristi samo Twitter.
Nadalje su studeni, koji su naveli da aktivno koriste Facebook, zamoljeni da odgovore i na pitanja u učestalost korištenja Facebooka, vremenu koje svakodnevno provedu na njemu te o osnovnim razlozima njegova korištenja i aktivnostima koje najčešće rade. Tako 68,9% studenata navodi da Facebook korist svaki dan, 23,2% nekoliko puta tjedno, a ostali to čine rjeđe iako su naveli da su aktivni korisnici Facebooka. Od 104 tih studenata koji svakodnevno koriste Facebook njih 26,5% navodi da ga dnevno koristi do sat vremena, 33,8% navodi između 1 i 3 sata, a ostali duže od 3 sata budu zaokupljeni Facebookom. Samo je jedan student naveo da svakodnevno na korištenje Facebooka potroši više do 5 sati.
Što se tiče osnovnih razloga korištenja Facebooka najviše studenata ističe održavanje kontakata. Navedeno navodi 94 (62,3%) studenata od njih 151. Navedeni rezultat se treba uzeti s rezervom jer ako se prisjeti primarnog cilja razvoja Facebooka onda je

upitno koliko kontakte s ljudima u čijoj blizini živite i s kojima se često družite treba održavati i u virtualnom svijetu. Drugi razlog po zastupljenosti je povezivanje sa starim kontaktima (57; 37,3%) a onda slijedi povezivanje s novim kontaktima (42; 27,8%) te prikupljanje podatka i informacija (53; 35,1%). Organizacija i planiranje društvenih događaja je razlog korištenja Facebooka za 18 (11,9%) studenata. Zbog obrazovanja, pak, Facebook koristi samo 11 (7,3%) studenata, a za samopromociju samo njih 5 (3,3%). Ostali studenti su naveli da su razlozi njihovog korištenja neki drugi, ali nisu precizirali koji. Zanimljivo je primijetiti da jako malo studenata kao razlog navodi obrazovanje i samopromociju. Što se tiče obrazovanja i može se shvatiti da to nije razlog korištenja Facebooka jer studenti vjerojatno nisu dovoljno upoznati s takvim mogućnostima na Facebooku, ali je rezultat za samopromociju malo teže shvatljiv. Naime, svi koji koriste Facebook na svojim profilima objavljuju osobne podatke i fotografije, navode svoje interese, ističu mjesta koje su posjetili, povremeno izražavaju svoje osjećaje i sl, stoga je jako teško shvatiti kako to studenti ne rade svoju samopromociju. Naravno ovdje se mora uzeti u obzir i činjenice da ispitanici možda ne objavljuju prave informacije, ali su slike neosporne. Stoga je bilo za očekivati da će razlog „samopromocija“ i razlog „za održavanje kontakata“ biti najzastupljeniji odgovori. Zašto nije tako?! Pa pretpostavka je da ispitanici svoje ponašanje ne doživljavaju takvim i kako već poprilično dugo koriste Facebook (neki navode da ga koriste već 6-7 godina) nije im ništa neobično tako se ponašati. S obzirom da se većina njihovih vršnjaka isto ponaša to praktično postaje očekivano ponašanje i nije ništa neobično. Zapravo, postajete čudni ako se ne ponašate u skladu s ponašanjem ostalih. Na pitanje što najčešće radite na Facebooku većina ispitanika navodi dopisivanje, pregledavanje slika, pregledavanje tuđih profila, igranje igrica, s tim da dopisivanje prednjači kao najčešća aktivnosti.

Dio upitnika o Facebooku i studiranju bi se mogao podijeliti na dva dijela. Jedan se odnosi na niz pitanja koji istražuju trenutno stanje na Facebooku, a drugi dio istražuje mišljenje studenata o primjeni Facebooka u obrazovnom procesu na visokoškolskim institucijama.

Što se tiče prvog dijela pitanja rezultati su dijelom i očekivani jer je autor upoznat s činjenicom da Ekonomski fakultet Sveučilišta u Mostaru nema službeni profil na Facebooku, ali isto tako svaka godina studija ima svoju grupu u kojoj razmjenjuje informacije i materijale, a nerijetko su formirane i grupe za pojedine kolegije. Ništa od navedenog nije inicirano od strane Ekonomskog fakulteta nego su sve administratori spomenutih grupa upravo studenti. Tako rezultati pokazuju da ipak 15,2% ispitanika drži da Ekonomski fakultet Sveučilišta u Mostaru ima službeni profil. Više od polovine ih navodi da službeni profil ne postoji (58,9%), a 25,8% ispitanika ne zna. Pretražujući profile na Facebooku moguće je pronaći i profil pod imenom Ekonomski fakultet (Mostar), ali isti nije službeni profil te ne čudi da neki ispitanici smatraju da profil postoji. Međutim prema obavijestima, administratorima i dostupnim informacijama navedenom profilu je moguće zaključiti da isti nije službeni. Stanje s grupama vezanima za Ekonomski fakultet iza kojih stoje studenti je znatno drukčije. Svi ispitanici navode da postoje neke grupe s tematikom studiranja na Ekonomskom fakultetu, svi su njihovi članovi te su sukladno ovome svi pozitivno odgovorili i na pitanje koriste li Facebook za ikakve aktivnosti vezane za studiranje. Što se tiče drugih grupa povezanih s akademskom zajednicom 44,4% ispitanika navodi da iste postoje, ali ne navode o kojim se grupama radi, 15,2% ispitanika negira njihovo postojanje, dok ih 40,4% ne zna. Oko 65% (točnije 64,9%) ispitanika navodi da profesori i asistenti Ekonomskog fakultet imaju svoje profila na Facebooku, a dio njih navodi i da su prijatelji(?) na Facebooku.

Kakvo mišljenje studenti imaju o mogućnosti primjene Facebooka u obrazovanju (drugi dio) pokazuju rezultati prikazani u tablici 2. Mišljenje su izražavali svi studenti, njih 157.

Tablica 2. Mišljenje ispitanika o mogućnosti korištenja Facebooku tijekom studiranja

	f (%)*		Ne znam
	da	ne	
Bilo bi dobro da svaki fakultet ima svoj profil na FB.	103 (75,7)	33 (24,3)	21
Facebook bi se mogao koristiti kao pomoć pri učenju.	91 (66,9)	45 (33,1)	21
Bilo bi dobro da nastavno osoblje ima svoje profila na FB.	97 (66,9)	48 (33,1)	12
Facebook bi poboljšao komunikaciju s profesorima i asistentima.	94 (76,4)	29 (23,6)	34
Smatrate li da bi bilo dobro da svaki predmet ima svoju grupu na Facebooku.	96 (72,7)	36 (27,3)	23
Dobro je razmjenjivati informacije vezane za fakultet na Facebooku.	104 (69,8)	45 (30,2)	8
Dobro je razmjenjivati nastavne materijale vezane za fakultet na Facebooku.	105 (72,4)	40 (27,6)	12
Facebook može pridonijeti poboljšanju iskustva studiranja.	101 (70,1)	43 (29,9)	13

*Udjeli su izračunati bez ispitanika koji su dali odgovor „Ne znam“
Izvor: Izrada autora prema rezultatima istraživanja

Iz rezultata u tablici 2 je vidljivo da studenti imaju pozitivno mišljenje o Facebooku u obrazovnom procesu. Tako ¾ studenata smatra da bi bilo dobro da svaki fakultet ima svoj Facebook profil na kojem bi objavljivali novosti i događanja. Neosporno je da u današnje vrijeme fakulteti imaju svoje web stranice na kojim se svakodnevno objavljuju različite vijesti, informacije, obavijesti. Ono što je dobra stvar kod Facebooku je činjenica da se korisniku koji je za neku stranicu rekao da mu se sviđa uredno dolaze obavijesti te je relativno dobro informiran o svim novostima. Zapravo u tom slučaju informiranost ovisi o činjenici je li korisnik kontinuirano u statusu online ili ne. Naravno obavijesti su dostupne i na „običnim stranicama" preko opcije RSS (engl. *Really Simple Syndication* u prijevodu stvarno jednostavno dijeljenje informacija), ali se postavlja pitanje koliko je ista bliska studentima i znaju ju koristiti.
Nešto manje od 70% studenata smatra da se bi se Facebook mogao koristiti kao pomoć prilikom učenja, ali se od njih nije tražilo da navedu načine korištenja Facebooka u obrazovne svrhe. Ono što se iz ostalih rezultata moglo zaključiti je da studenti Facebook vide kao medij za dijeljenje informacija i nastavnih materijala te primanja različitih informacija od fakulteta i sl. Osim navedenog uz samo nešto detaljniju analizu, na Facebooku se mogu pronaći različite specijalizirane grupe u kojim stručnjaci iz određenih područja intenzivno predstavljaju nova dostignuća, kritički diskutiraju o općeprihvaćenim činjenicama i novim mogućnostima i smjerovima razvoja, objavljuju različite bilo pisane, bilo multimedijalne priručnike (tutoriale) i sl, ali kako rezultati pokazuju navedeno nije baš blisko studentima.
Općenito gledajući rezultate iz tablice 2 odnosno mišljenje studenata o mogućnosti primjene Facebooka u visokom obrazovanju pokazuje se da oko ¾ smatra da bi to bilo dobro i da bi značajno osnažilo komunikacijski proces, poboljšalo iskustva studiranja a uz to i značajno doprinijelo kvaliteti obrazovnog procesa.

5. Zaključna razmatranja

Rezultati provedenog istraživanja su zanimljivi i otvaraju niz mogućnosti za daljnja istraživanja posebice jer nije poznato da su neka detaljnija istraživanja rađena među studentima na Sveučilištu u Mostaru. Naime, pokazalo se da su studenti poprilični korisnici računala te bi u budućim istraživanjima bilo zanimljivo detaljnije istražiti sve njihove aktivnosti na računalu. Kao korisnici Facebooka studenti su vrlo aktivni, ali njihovi odgovori ukazuju da je korištenje Facebooka samo površno, odnosno koriste ga prvenstveno za zabavu i ne iskorištavaju druge mogućnosti koje značajno utječu na mogućnosti proširivanja znanja i dodatnog učenja. Stoga bi u budućim istraživanjima trebalo istražiti koliko su upoznati s tim mogućnostima i dodatnim opcijama koje društvene mreže nude. Isto tako bilo bi dobro održati neka promotivna predavanja o mogućnostima koje različiti online servisi nude kao pomoć tijekom obrazovnog procesa.
Ekonomski fakultet Sveučilište u Mostaru nama službeni profil na Facebooku, ali neki drugi fakulteti imaju te bi bilo dobro istražiti trenutno stanje prisutnosti na Facebooku s osvrtom na informacije i materijale koje se objavljuju. Dobiveni rezultati bi se mogli koristi i za istraživanja stanja u državi, ali i u regiji.
Jako malo studenata je istaknulo da ne koristi Facebook te bi danas vrlo vjerojatno bilo vrlo teško usporediti njihove stavove o primjeni Facebooka tijekom obrazovanja sa stavovima studenata koji ga koriste. Ali bi se istraživanje o stavovima korisnika i nekorisnika moglo realizirati u druga dva pravca. Mogla bi se usporediti mišljenja studenata korisnika i nekorisnika nekih drugih društvenih mreža te vidjeti ima li kakvih razlika u njihovom doživljaju društvenih mreža kao pomoćnika tijekom obrazovanja. Isto tako bi se moglo provesti istraživanje među bivšim studentima, odnosno ljudima koji su studirali u vrijeme dok nisu postojale društvene mreže niti su se informacijsko komunikacijske tehnologije toliko koristile. Zanimljivo bi bilo spoznati njihovo mišljenje o nekadašnjim i današnjim mogućnostima i načinima dijeljenja informacija i materijala. Naravno, njihovi odgovori bi se mogli usporediti i s odgovorima današnjih studenata kako bi se mogla steći dojam u utjecaju informacijsko komunikacije tehnologije na promjene u obrazovnom procesu.
Isto tako, još jedna zanimljiva stvar za buduća istraživanje su stavovi i mišljenja nastavnog osoblja o društvenim mrežama te njihove aktivnosti na društvenim mrežama. Naime, studenti su naveli da nastavno osoblje ima svoje profile na Facebooku i da su prijatelji te bi bilo zanimljivo istražiti koliko oni podržavaju ideju korištenja društvenih mreža kao medija koji mogu pomoći, unaprijediti i olakšati studiranjem, ali i donijeti poboljšanja u području kvalitete obrazovanja.

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THE ROLE OF IC TECHNOLOGY IN CHANGING THE PARADIGM OF EDUCATION

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Abstract
The paper deals with the results of the current use of Information and Communication Technology in Croatian schools. It offers an overview of the definitions of information literacy and its relation to other literacies of the 21st century such as IT literacy, web literacy, digital literacy, computer literacy, media literacy and the role of information literacy education in changing the information society into a learning society. It analyzes the information literacy in the school environment, as well as how and how much the application of offered ICT solutions affects the information competence of students. The aim of the study was to determine how much the application of ICT in schools has contributed to students' information and media literacy, the modernization of school curricula and, indirectly, to the changing of the educational paradigm. The results of research carried out on a sample of elementary school students have been compared with the results conducted at the beginning of CARNet's project ICTEdu. The results are not encouraging and they seek an additional effort in the application of ICT to achieve educational goals.

Keywords: information literacy, e-skills, information-communication technology

Uvod

Svugdje tražene vještine i kompetencije mijenjaju živote i pokretači su gospodarstva, a bez pravih vještina, ljudi ostaju na marginama društva, tehnološki napredak ne pretače se u gospodarski rast i države nisu konkurentne na globalnom tržištu. Tisuće mladih i obrazovanih, ali nezaposlenih ukazuje da činjenicu da obrazovanje ne znači automatski i bolje vještine, bolje poslove i bolji život. Imati obrazovanje koje odgovara novim zahtjevima imperativ je današnjih napora u preobrazbi obrazovnih sustava. Nove informacijsko-komunikacijske tehnologije (ICT) mijenjaju i utječu na sve segmente radnog i životnog okoliša, stoga njeni alati postaju sve važnijima i u procesu obrazovanja, otvarajući cijeli niz novih mogućnosti u stjecanju osnovnih vještina, ali i onih u cjeloživotnom obrazovanju. ICT kolateralno sve više određuju novo povijesno razdoblje globalnog komunikacijskog društva na svim razinama globalne, regionalne, nacionalne i lokalne medijske komunikacije (Plenković, 2014: 46).

Rastući interes za povezanost mladih i tehnologije vidljiv je kroz cijeli niz pojmova koji tu vezu opisuju: net generacija, Google generacija, web generacija, digitalni urođenici (digital native), M(medijska) generacija, V(irtualna) generacija, M(ilenijska) generacija, C(onnected, creative, click) generacija… Djeca i mladi odrastaju u tehnološki i medijski zasićenoj okolini, u obrazovnim prostorima koji su hipermedijski, mrežni, hibridni, digitalni, elektronički i u kojima informacijski izvori dobivaju potpuno novu ulogu, a sposobnosti pretraživanja, vrednovanja i odabira informacija utječu na pojedinaca u aktivnoj potrazi za informacijama kojima konstruira znanje umjesto da ga pasivno prima (Lasić-Lazić i dr., 2012: 126).

Rad tematizira informacijsku pismenost u školskom okruženju, odnosno modele pismenosti i kompetencija te koliko i kako primjena ponuđenih informacijsko-komunikacijskih tehnologija utječe na informacijsku kompetenciju učenika, budući je informacija jedan od ključnih resursa za osobni i profesionalni razvoj. Također, propituje pridonosi li posredno medijskoj pismenosti učenika i osuvremenjivanju školskih kurikuluma. U radu se daje pregled definicija informacijske pismenosti te njezina odnosa prema ostalim pismenostima 21. stoljeća kao što su IT pismenost, web pismenost, digitalna pismenost, e-vještine, kompjutorske kompetencije, medijska pismenost (pri čemu se pismenosti, kompetencije, vještine i kapaciteti često koriste kao sinonimi iako među njima postoje semantičke nijanse) te uloge obrazovanja za informacijsku pismenost u mijenjanju informacijskog društva u učeće društvo.. Uspoređuju se rezultati istraživanja provedenih na početku CARNetova projekta ICT Edu i nakon završene prve faze, a kako bi se detektirao (eventualni) napredak kako kod učenika tako i kod nastavnika.

Promjena obrazovne paradigme u smislu napuštanja klasičnog i isključivog *ex-cathedra* pristupa nije vidljiva u kratkom roku. Osposobljenost za zapošljavanje i za aktivno građanstvo što pridonosi društvenoj koheziji i smanjenju društvene isključenosti ključni su ciljevi (cjeloživotnog) učenja, a nove temeljne vještine neophodne za aktivno sudjelovanje u društvu i ekonomiji znanja su: informacijske i komunikacijske vještine, informatičke vještine, višejezičnost, tehnološka kultura. Navedene vještine tvore pismenost 21. stoljeća koja omogućuje razumijevanje prirodnih i društvenih procesa i kritički odnos spram njih (Pastuović, 2006: 433). Informacijsko-komunikacijske tehnologije mlada su disciplina koju obilježavaju vrlo kratki inovacijski ciklusi te se u tom području ne može govoriti o završenim razinama razvoja već je riječ o stalnom procesu inovacija koji mora biti u povratnoj vezi s obrazovnim procesima, koji postaju cjeloživotni tijek s obzirom da se čovjek stalno trudi razotkriti svoju okolinu u procesima percepcije, konstrukcije i komunikacije te sudjelovati u njezinu oblikovanju (Nadrljanski, 2007: 547).

Uspoređivanje rezultata ispitivanja iz 2012. godine i onih iz 2014. godine sugerira bitno niže pomake od očekivanih i ukazuje na realne opasnosti jer učenici, vješti u tehnološkom *multitaskingu* – ne usvajaju ponuđene benefite te ne ide u prilog pretpostavci da će se njihove računalne vještine automatizmom uspješno i pozitivno odraziti na procese učenja, već inklinira tezi o Google generaciji.

Pismenost ili pismenosti Informacijskog društva?

Svakako je termin informacijsko društvo posljednjih 20-tak godina općeprihvaćen i uobičajen u smislu sveprisutnosti i rastućim mogućnostima elektroničkih informacijsko-komunikacijskih tehnologija kojima su gotovo eliminirana neka fizička ograničenja budući ove tehnologije u prijenosu informacija ne poznaju granice, nudeći pri tome nove mogućnosti za poboljšanje i unaprjeđenje postojećih obrazovnih sustava (Boras: 2010: 94).

Današnje Informacijsko društvo Castells radije naziva Umreženo društvo jer upravo prisutnost ili odsutnost iz mreže i dinamika svake mreže presudni su izvori dominacije i promjene u sadašnjem društvu. Njegovo je Umreženo društvo označeno ekonomskom globalizacijom, individualizacijom rada, umreženim djelatnostima, kulturom stvarne virtualnosti, bezvremenskim vremenom i prostorom tokova, dakle decentraliziranim i dehijerarhiziranim umreženim odnosima (2000: 493). Castells zastupa tezu da se suvremena komunikacijska paradigma - 'paradigma informacijskih tehnologija' razvija prema otvorenosti mreže, suvremene društvene promjene mogu se sagledati kao pomak od tehnologija koje su se temeljile na jeftinoj energiji prema tehnologijama koje se temelje na jeftinim informacijama (2000: 94). U informacijskom društvu glavni izvor produktivnosti leži u novim informacijskim i komunikacijskim tehnologijama i u tehnologijama za generiranje znanja, pa su stoga znanje i informacija osnovni elementi na kojima se cijeli proces razvoja temelji. Castells naziva takvu vrstu razvoja informacionalizam (*informationalism*) jer se osniva na uvođenju nove paradigme temeljene na informacijskim tehnologijama Informatičko doba o kojem je Castells pisao 1990-tih godina ubrzano se mijenja, a eksponencijalni razvoj različitih tehnologija vodi nas iz informacijskog društva ka društvu znanja ili učećem društvu – kao daljnjem stupnju razvitka.

U ovom sve plošnijem svijetu (flat world) u kojem jačaju heterarhijski odnosi suradnje i povezivanja, nasuprot do sada prevladavajućih hijerarhijskih odnosa, značenje e-povezanosti ili e-uključenosti sve je veće, pojedinac ne može dopustiti biti isključen iz tokova – osobito jer su mogućnosti obrazovanja nesagledive, a u svijetu koji se pomiče od informacijskog ka konceptualnom društvu (znanja ili učećem) bitno je biti i ostati infrastrukturno povezan, imati vještine i kompetencije za inovativni rad te znati pratiti i upravljati tokovima (Hutinski i Aurer, 2009: 265-266).

Digital Agenda for Europe (DAE) prihvaćena je 2010. godine kao sastavni dio europske 2020 Strategije, a kako bi poticala i rješavala društvene izazove putem ICT-ja, te u svrhe jačanja europskog informacijskog vodstva i završetka Zajedničkog digitalnog tržišta do 2015. Naime, i dalje su prisutne značajne razlike između zemalja članica koje zahtijevaju aktivnu europsku politiku i akciju kako bi se te razlike smanjile i eliminirale. DAE je krajem 2012. godine dopunjena odnosno osuvremenjena sa sedam novih prioriteta uz prepoznavanje činjenica da digitalna ekonomija raste sedam puta snažnije od ostale ekonomije, ali taj potencijal nije bio dovoljno iskorišten zbog raspršenog/nekonzistentnog europskog okvira. Primjena osuvremenjene Digitalne agende predviđa u sljedećih osam godina povećanje europskog BDP-a za 5% ili 1.500 eura po stanovniku, putem povećanja ulaganja u ICT, poboljšanja razine e-vještina radne snage, osnaživanja inovacije u javnom sektoru te reformiranjem okvira internetske ekonomije.

Puni razvoj potencijala Interneta za poboljšanje pristupa obrazovanju i osposobljavanju, za poboljšanje kvaliteta učenja, ključ je za izgrađivanje europskog društva znanja. Sposobnost za upotrebu informacijskih i komunikacijskih tehnologija postaje nova forma pismenosti – digitalna pismenost. Bez nje, građani ne mogu u potpunosti participirati u društvu, ni ovladati znanjima i vještinama neophodnim za 21. stoljeće.

Pismenosti 21. stoljeća brojne su: informatička, medijska, internetska, digitalna, kompjutorska, multi- ili trans- pismenosti… Tyner, primjerice, razlikuje tehnološki orijentirane pismenosti korištenja alata (tool literacies) u koje ubraja računalnu, mrežnu i tehnološku pismenost, i reprezentacijske pismenosti kojima pripadaju informacijska, medijska i vizualna pismenost. Pismenosti reprezentacije temelje se na osnovnim pismenostima čitanja i pisanja i predstavljaju procesne vještine potrebne za analizu informacija te razumijevanje značenja i stvaranja novog znanja. Formalni je obrazovni sustav uglavnom usmjeren na opismenjavanje u korištenju alata, iako se izvorni ciljevi obrazovanja i suvremeni modeli učenja ostvaruju kroz pismenosti reprezentacije (u Lasić-Lazić i dr., 2012: 130).

Cortes i Lau daju balansiran odnos informacijske i medijske pismenosti smatrajući da je riječ o srodnim konceptima razvijenim u različitim ishodišnim područjima i različitih težišta u kompetencijama. Informacijska pismenost naglašava pronalaženje, a medijska razmjenu informacija, ali objema je zajedničko vrednovanje i kritička upotreba informacija. Svrha ih razlikuje – informacijska u obrazovne i znanstvene svrhe, medijska je usmjerena na razvitak građanske svijesti u ostvarivanju šire društvene funkcije (2009: 32).

Posljednjih godina autori nisu usmjereni u tolikoj mjeri na pronalaženje i definiranje razlika između različitih tipova pismenosti već tendiraju zaključcima da jasno postavljenih granica između njih nema, posebice zbog sve snažnije konvergencije medija, ukrštanja i stapanja različitih informacijskih i medijskih prostora. UNESCO je predložio i formalni koncept objedinjenja: MIL – *Media and Information Literacy* kao odgovor na pojavu i rast *user created content* (UCC) ili *user generated content* (UGC), građanskog novinarstva i intenziviranje virtualnih prostora.

Značenje informacijsko-medijske pismenosti i njeno uključenje u obrazovne sustave iznimno je osobito zbog promjene informacijskih i medijskih navika djece i mladih. Ma koliko Google generacija bila vješta u korištenju digitalnih tehnologija, ne znači ujedno da su u pronalasku informacija uspješni za potrebe obrazovanja, odnosno ukazuje na činjenicu da je promjenom obrasca informacijskog ponašanja došlo do određenih problema u procesima učenja (Lasić-Lazić i dr., 2012: 132). Formalno se obrazovanje trenutno temelji na osnovnim pismenostima čitanja i pisanja, ali i onima koji se služe ICT-jem. Svakako ih je neophodno proširiti na informacijsku i medijsku pismenost i vještine višeg reda: kritička evaluacija, tumačenje i sinteza informacija.

S konstelacijom komunikacijskih vještina kao krovnih svim pismenostima i vještinama (razmišljanje, verbalna i pisana fluentnost, ICT vještine i medijska pismenost, informacijska pismenost) kako su ih 2008. definirali Catts i Lau (2008: 18), slaže se i Plenković smatrajući da medijska komunikologija danas, kao aktualna znanstvena disciplina u svijetu medija i novih ICT tehnologija otvara nove implementacijske mogućnosti u znanosti, obrazovanju, ali i uspostavljanju i ostvarenju građanskog dijaloga (2014: 48).

Informacija i znanje ključni su resursi koji vode suvremena društva, stoga su koncepti Informacijskog društva i Društva znanja općeprihvaćeni, pri čemu treba naglasiti da informacija i znanje nisu istoznačnice (informacija je pr. novost, činjenica, izvještaj, statistika, zakon itd., a znanje je interpretacija u kontekstu, konceptualizacija, smisleni odnos između činjenica, podataka i drugih oblika informacija na koherentan način. Cortes i Lau, slažući s Bellom (u Cortes i Lau, 2009: 27) tvrde da informacijsko društvo prelazi u društvo znanja povećavajući broj znanstvenika i istraživača ili postotak BDP namijenjenog ovoj vrsti aktivnosti. Sljedeća je ključna značajka suvremenog informacijskog ili društva znanja tzv. digitalni jaz – sve one prepreke koje osobu ili člana društvene grupe ili zemlje udaljavaju od pristupa informacijskim dobrima, uključujući, za ovaj rad bitne, niske ili manjak kompetencija za korištenje informacija.

Informacijska pismenost prirodni je produžetak koncepta pismenosti u informacijskom društvu, a obrazovanje za informacijsku pismenost je katalizator potreban za preobrazbu današnjeg informacijskog društva u učeće društvo sutrašnjice. Informacijska pismenost nedvojbeno je temelj za učenje u suvremenoj okolini neprekidnih tehnoloških promjena budući se informacijske i komunikacijske tehnologije razvijaju vrlo brzo, a informacijski okoliš postaje iznimno kompleksan te nastavnici prepoznaju potrebu učenika da uključenje u taj okoliš bude dijelom njihova formalnog procesa učenja, povezana s informacijskom praksom i kritičkim razmišljanje u ICT okolišu (Bruce, 2004).

Skup znanja, sposobnosti, vještina i stavova kojima je informacija konvergentna točka opisujemo terminom informacijske pismenosti – ključne pismenosti 21. Stoljeća. Ovakve definicije koje podržavaju uzajamnu vezu procesa učenja i informacijske pismenosti omogućuju izvođenje standarda s indikatorima i ishodima učenja omogućujući stvarnu integraciju u kurikulum te nastavne planove i programe, jer da bi se informacijskim opismenjavanjem postigli suvremeni ciljevi učenja ono mora biti uključeno u sadržaj, strukturu i slijed nastavnih sadržaja (Lasić-Lazić i dr., 2012: 127-129).

Informacijski pismenu osobu Weber i Johnston opisuju kao onu koja ima analitičke i kritičke vještine za formuliranje istraživačkih pitanja i evaluiranje rezultata te vještine za traženje i dobivanje različitih vrsta informacija, a kako bi zadovoljila svoje informacijske potrebe. Potrebno je napomenuti i da neki autori predlažu novu frazu (primjerice *informacijska kompetencija* - Goetsch i Kaufman ili *medijacija* - Garbo) koja bi obuhvatila širi koncept jer pojedinac treba biti pismen u svim medijima uključujući i one e-predznaka i ujedno izbjegavajući nelagodu izraza "pismenost" budući bi se mnogi mogli naći u neželjenoj kategoriji nepismenih (Bruce i Johnston, 2000: 382).

Svakako treba dodati i da su obrazovni prostori prepuni e-pojmova: E-learning (Electronic Learning) - Elektroničko učenje, E-učenje je jedan od brojnih pojmova s prefiksom "e", a koriste se brojne interpretacije kao: Experience Learning (iskustveno učenje); Enhanced Learning (povećano, bolje učenje), Extended Learning (prošireno učenje). Različite definicije e-učenja, najčešće ovise o profesiji i iskustvima osoba koje ih koriste, a naglasak je ili na tehnologiji ili na obrazovanje (učenje i poučavanje). E-učenje moguće je definirati kao proces obrazovanja (učenja i poučavanja) koji se izvodi uz uporabu nekog oblika informacijske i komunikacijske tehnologije, a s ciljem unaprjeđenja kvalitete toga procesa i kvalitete ishoda obrazovanja (Strategija e-učenja Sveučilišta u Zagrebu, 2007).

Prema novoj obrazovnoj paradigmi

Studija Europske zajednice *New Learning Environments in School Education* još je 2005. godine identificirala postojanje inovativnih trendova u teoriji i praksi okruženja za učenje. Nalazi iz studije sugerirali su jasan pomak prema novoj paradigmi učenja - pomaku od instruktivizma ka konstruktivizmu. Konstruktivistička paradigma učenja ukazuje na niz potencijalnih promjena, između ostalih:

- učenici kao pojedinci -postaju aktivniji i odgovorniji za svoj vlastiti proces učenja;
- planiranje učenja prema individualnim stilovima učenja - različito za različite učenike,
- pojačan fokus na socijalnu participaciju, na razvijanje vještina međusobne komunikacije i suradnje;
- promjena uloge nastavnika - od nastavnika kao izvora znanja, ka nastavniku – savjetniku, voditelju, kontroloru procesa učenja u parovima (*pupil-to-pupil*) i učenja u grupi te koji svojim učenicima osigurava uvjete za proces učenja;
- od reprodukcije ka konstrukciji znanja - od sposobnosti reprodukcije naučenih činjenica i znanja ka kreiranju znanja, pri čemu su učenici aktivni sudionici u konstruiranju znanja kroz svoj vlastiti proces učenja, radeći samostalno i zajedno s vršnjacima, a eksperimentiranje i istraživanje značajni su aspekti ovog aktivnog konstruiranja znanja;
- reorganiziranje situacije učenja - nova paradigma učenja traži da se tradicionalni način mišljenja vezan za nastavni program prevlada multidisciplinarnim pristupima i radikalno modificiranim planiranjem vremena - i organizacije, i učenja i nastavnikovog rada;
- široka upotreba informacijske i komunikacijske tehnologije (ICT) sadrži veliki potencijal za potporu i transformiranje opisanog pomaka ka novoj paradigmi učenja.

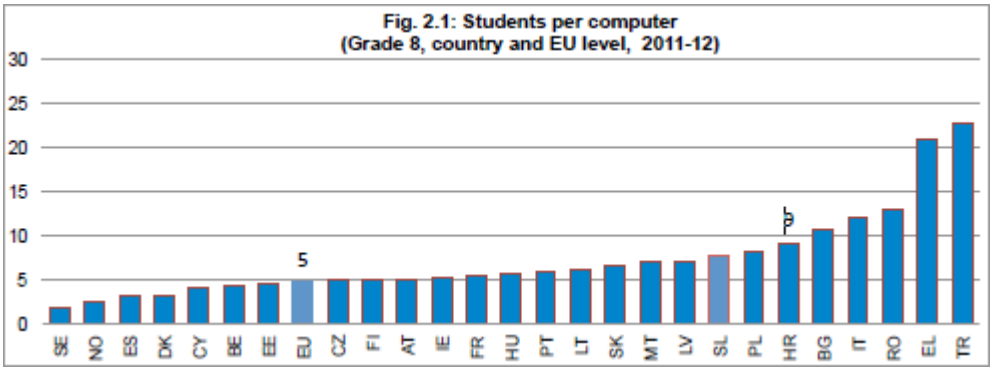
I dalje je otvoren niz pitanja u sustavu obrazovanju: kako pristupiti obrazovanju ljudi za informacijsko doba? Jesu li prioritet kompjutorska pismenost i pristup tehnologijama ili je važnija svijest o postojanju i ulozi novih medija? Uvažavaju li postojeći redoviti i alternativni oblici obrazovanja sadašnje i nagoviještene promjene u području digitalnih medija? pita se Đorđe Nadrljanski (2007: 540)

Upravo se informacijsku pismenost često navodi kao preduvjet cjeloživotnom obrazovanju i katalizatoru promjena u obrazovanju (Bruce, 2008). Naime, suvremeno obrazovanje zahtijeva odmak od percepcije učenja kao transfera informacija i znanja već ono postaje procesom koji objedinjuje stvaranje, mišljenje, kritičku osviještenost i interpretaciju, a tradicionalni načini učenja i poučavanja zamjenjuju se istraživačkim i problemskim metodama koje impostira poziciju samostalnog istraživača i korisnika informacija aktivno uključenog u proces traženja informacija. Okvir u kojem se učenje odvija jest svjestan, promišljen i svrhovit ulazak u interakcija s informacijom.
Informacijska pismenost_podrazumijeva niz kompetencija: svjesnost informacijske potrebe, prepoznavanje informacije koja rješava problem, pronalaženje potrebne informacije, vrednovanje informacije, organiziranje informacije i njeno učinkovito korištenje. Suvremeni informacijski i medijski prostori - informacijsko društvo i njegov kulturni, društveni i gospodarski razvitak traže mudru i etičku uporabu informacija (Webber i Johnson, 2000:388).
U tradicionalnoj obrazovnoj paradigmi zastupljeno je poučavanje ili posredovanje znanja, odnosno usvajanje i adicija nekih objektivnih znanja, dok suvremene konstruktivističke teorije traže od osobe koja uči propitivanje, provjeravanje, odbacivanje i li modificiranje svojih konstrukta stvarnosti. Informacijska pismenost kroz interakciju s informacijskim izvorom pomaže pojedincu da propituje i samostalno odabire informacije, stvara hipoteze i donosi informirane odluke (Lasić-Lazić, 2012: 139).
Trendovi u elektronskom učenju potaknuli su na ponovno razmišljanje o samoj biti učenja i njegovim osnovama. Postojeći pravci tumačenja učenja koje su izgradili behavioristi, kognitivisti pa i konstruktivisti ne objašnjavaju na zadovoljavajući način učenje u okruženju nove tehnologije. Potrebna je teorija koja će uvažiti novo tehnološko okruženje učenja i objasniti ga na suvremen način.
Do 1980-tih godina učenici su sa znanjem iz škole ulazili u svijet rada i gradili karijeru koja je mogla trajati do kraja radnog vijeka jer je upotrebljivost znanja trajala desetinama godina. Danas se znanje povećava eksponencijalno i u mnogim područjima života upotrebljivost postojećeg znanja mjeri se mjesecima ili godinama, a znanstveni progres traži transdisciplinarno učenje i promjenu obrazovne paradigme. Postojeće teorije učenja bave se aktualnim procesom učenja, a ne vrijednošću onoga što je izučeno. U konektiranom svijetu (*connected world*) prvo što radimo s informacijom je ispitivanje njene vrijednosti. Potreba da se vrednuje vrijednost nekog izučavanja je vještina koja se primjenjuje prije nego samo učenje počne. Takav novi pristup predložio je George Siemens i objavio ga 2004. godine na stranici: http://www.connectivism.ca.
Teorijske osnove konektivizma - teorije učenja u digitalnom dobu, govore o uključivanju tehnologije i pravljenju konekcije (kao aktivnosti učenja) koje pomiču teorije učenja u digitalno doba. Siemens smatra da kompetencije izvlačimo iz formiranja konekcija (*forming connection*). Kako je iskustvo dugo smatrano za najboljeg učitelja znanja, a ne možemo imati iskustva u svemu, iskustva drugih ljudi, tj. drugi ljudi postaju surogat za naše znanje. Dakle, konekcije su značajnije od našeg postojećeg stanja znanja.
Konektivizam je pokrenut uvjerenjem da se donošenje odluka temelji na brzo promjenljivim osnovama jer se stalno se traga za novom informacijom. Sposobnost razlikovanja između značajne i beznačajne informacije od vitalne je važnosti. Sposobnost prepoznavanja trenutka kad nova informacija mijenja osnovu na kojoj se temelji odluka donesena jučer, ključna je. Prema Siemensu, mreža je značajnija nego sadržaj u mreži. Naša sposobnost da izučavamo ono što nam je potrebno sutra značajnija je od onog što danas znamo. Pravi izazov svake teorije učenja je da aktualizira postojeće znanje na mjestu primjene. Kad je znanje potrebno, a nema ga, sposobnost uključenja u izvor informacije koji će zadovoljiti potrebe postaje vitalna vještina.
Konektivizam predstavlja model učenja koji uvažava tektonske pomake u društvu, a područje obrazovanja u zakašnjenju je s prepoznavanjem novih alata za učenje, promjena u okruženju i značenja koje one imaju za učenje. Konektivizam pruža uvid u vještine učenja i zadatke koji su potrebni učenicima za procvat u digitalnom dobu (Siemens, 2004).

ICT u obrazovanju - Hrvatska

Politika Europske unije čvrsto je postavila obrazovanje i osposobljavanje na vrh zadaća Europske unije, pozivajući na prilagođavanje sustava obrazovanja i osposobljavanja društvu znanja i posebice pozivajući na djelotvornu integraciju informacijskih i komunikacijskih tehnologija. Europska komisija - Opća uprava za komunikacijske mreže, sadržaj i tehnologije (DG Connect) pokrenula je 2011. godine projekt „Istraživanje škola: ICT u obrazovanju“ s primarnim ciljem utvrđivanja dosega zemalja u smislu pristupa, korištenja i stavova o ICT-ju na 4., 8. i 11. razredima. Istraživanje škola jedna je od niza aktivnosti u odnosu na nacionalni napredak *Digital Agenda for Europe* (DAE) i EU2020 ciljeva.
Tranzicijskim zemljama, među njima i Hrvatskoj, dodatni razlog za poboljšanje obrazovnih sustava je zahtjev da stanovništvo ovlada novim vještinama neophodnim za uspješno snalaženje u kompetitivnom društvu brzih promjena, kroz primjenu koncepta cjeloživotnog učenja i razvoja „društva koje uči“ (Pastuović, 2006: 424).
PISA (*Programme for International Student Assessment*) najveće je međunarodno obrazovno istraživanje koje ispituje znanje i kompetencije učenika u dobi od 15 godina, a provodi se u trogodišnjim ciklusima u zemljama članicama Organizacije za europsku suradnju i razvitak (OECD) i partnerskim zemljama. Međunarodna procjena znanja i vještina PISA 2012 pokazala je da su hrvatski 15-godišnjaci značajno ispod prosjeka među učenicima 65 zemalja obuhvaćenih ispitivanjem koje je mjerilo njihova znanja i sposobnosti u području matematičke, prirodoslovne i čitalačke pismenosti.
U ovom ciklusu matematička je pismenost bila glavna ispitna domena, dok su ostale dvije bile sporedne, a prosječni postignuti rezultati Hrvatsku smještaju u skupinu zemalja koje su statistički značajno ispod prosjeka OECD-a u svima trima područjima (OECD, 2012) te gotovo 30 posto učenika koji su izašli iz osnovne škole i upisali se u srednju ne doseže osnovnu razinu matematičke pismenosti. Ispitivanje provedeno od 5. ožujka do 13. travnja 2012. na slučajnom uzorku od 6.853 učenika iz 163 hrvatske srednje škole pokazalo je da su hrvatski učenici na 40. mjestu po matematičkim znanjima i sposobnostima među 510

tisuća učenika koji predstavljaju reprezentativan uzorak za oko 28 milijuna petnaestogodišnjaka u 65 zemalja sudionica. To je nepromijenjen rezultat u odnosu na prethodni ciklus proveden 2009., dok je 2006. Hrvatska bila na 36. mjestu od 57 zemalja.
U području prirodoslovne pismenosti Hrvatska je na 34. mjestu, što je ponovno znatno niže od prosjeka OECD-a. Distribucija rezultata po razinama govori da još uvijek 17,2 posto učenika nemaju osnovnu prirodoslovnu pismenost, pri čemu nema razlike u postignućima prema spolu. Usporedbe radi, Hrvatska je 2006. bila na 26. mjestu od 57, a 2009. na 37. od 65 zemalja.
Ispitivanje čitalačke pismenosti ukazuje na blagi porast u odnosu na prethodni ciklus – 2012. bili smo na 35. mjestu, no to je i dalje statistički također ispod prosjeka OECD-a.
Ovi rezultati sasvim sigurno govore u prilog tezi da je neophodno mijenjati obrazovnu paradigmu u smislu njezine prilagodbe potrebama i zahtjevima vremena.
U Hrvatskoj postoje nacionalne strategije za informacijske i komunikacijske tehnologije, posebno za e-učenje i digitalne kompetencije, a tu su i nacionalni istraživački projekti i inicijative za ICT. U osnovnim školama ICT je izborni predmet od 5. do 8. razreda, a u srednjim školama ICT je zaseban predmet, trajanje kojeg ovisi o tipu srednje škole (strukovna ili gimnazija).
U hrvatskom sustavu Nacionalni okvirni kurikulum integrira ICT u mnogim predmetima osim redovite nastave. Uočava se problem s hardverom jer škole koriste 6-7 godine stara stolna računala, a ekonomska kriza čini zamjenu problematičnom. ICT nastavnici pokušavaju ih modernizirati instalirajući novije tehnologije za koje imaju odobrenje MZOS-a. Ministarstvo ima Ugovor za licenciranje softvera za sve škole s Microsoftom Hrvatska. Od nastavnika se očekuje da žele i koriste ICT u razredu.
U školskim godinama 2010./11. i 2011./12. svi hrvatski nastavnici prošli su dva modula o korištenju ICT-ja u obrazovanju. Trenutno se ne očekuje korištenje ICT-ja na ispitima (Survey of Schools 2012, Country profile: Croatia).
U Hrvatskoj je broj računala na raspolaganju učenicima ispod prosjeka EU-a u svim razredima.



Slika 1. pokazuje da je u 8. razredu Hrvatska u donjoj skupini zemalja po tom pokazatelju s 9 učenika po računalu (Survey of Schools, 2012)

Rezultati dosadašnjih projekata implementacija ICT-ja u hrvatskim školama (CARNet)
Hrvatska akademska i istraživačka mreža - *Croatian Academic and Research Network* (CARNet) još je 2000. godine pokrenula program „Obrazovni projekti“ koji je za cilj imao ispitati kako se primjena ICT-ja uklapa u obrazovni sustav. Od tada ne prestaju aktivnosti u ovom području, a aplikacije koje su dostupne putem CARNet-ova Edu.hr portala su: Portal za učenje na daljinu "Nikola Tesla", Moodle, e-Knjižnica, Forum za škole, Portal za škole, Adobe Connect Pro, blog e-obrazovanje, Školska i Prometna učilica, Radio on Demand, Online enciklopedija, Media on Demand, Raspored sati, Video portal Baltazar, Portal učitelji.hr, Burza udžbenika, eLektire, Webmail i Sketchpad.
Prepoznajući potrebe korisnika iz sustava školstva vezane uz informiranje i edukaciju o kvalitetnoj i svrsishodnoj primjeni informacijsko-komunikacijske tehnologije u svom radu, CARNet je 2010./11.školske godine započeo projekt pod nazivom Informacijsko-komunikacijska tehnologija u obrazovanju – ICTEdu, a provodi ga u suradnji s Ministarstvom znanosti, obrazovanja i sporta (MZOS) i Agencijom za odgoj i obrazovanje (AZOO). Cilj je projekta upoznati sve učitelje, nastavnike, stručne suradnike i ravnatelje osnovnih i srednjih škola u Republici Hrvatskoj s brojnim sadržajima i uslugama koje im pružaju MZOS i CARNet te ih o nekim sadržajima detaljnije educirati. Ciljana skupina je brojna, oko 51.000 učitelja i nastavnika, a prioriteti su usavršavanje za primjenu ICT-ja u nastavnom procesu uz što veću primjerenost (prema predznanju i vremenu trajanja), svrhovitost i dostupnost. Projektom ICT Edu uvedena su dvije velike novine u sustav edukacije nastavnika: ujednačena edukacija svih odgojno-obrazovnih djelatnika u osnovnim i srednjim školama te izvođenje edukacije u svim školama.
Projekt se odvija u nekoliko faza s kojima se planira obuhvatiti cijela ciljana skupina. U prvoj fazi završeno je upoznavanje svih savjetnika i viših savjetnika AZOO, kao nositelja sustavne edukacije učitelja i nastavnika, s temama i sadržajima s kojima će biti upoznati učitelji i nastavnici. U sljedećim fazama projekta izrađuju se edukativni sadržaji i radni materijali za edukatore, održava se edukacija edukatora te edukacija učitelja i nastavnika kroz sadržaje svakog modula na razini škola, prvenstveno zbog osiguravanja sudjelovanja što većeg broja odgojno-obrazovnih djelatnika uključujući i nastavnike strukovnih predmeta.
Sadržaji Modula 1 su: elektronički identitet u sustavu AAI@EduHr, sigurnost na Internetu, službena komunikacija elektroničkom poštom (CARNetov webmail), portal za škole.

Sadržaji Modula 2 su: učilica (samo osnovne škole), nacionalni portal za učenje na daljinu Nikola Tesla, portal Edu.hr.
Sadržaj Modula 3 je razvoj digitalne kompetencije i multimedija u nastavi koji se provodi u dva dijela - I. dio (proveden u 2012./2013. šk. g.) i II. dio (tijekom 2013./2014. šk. g.).
Početnu anketu[31] provedenu 2012. godine prije početka ICT Edu radionica ispunilo je 35.799 nastavnika. Rezultati su dali gtovo porazne brojke: gotovo polovica nastavnika (49%) nikada nije koristila elektronički identitet u sustavu EduHr, rijetko njih 38%, a često samo 13%.
Nadalje, gotove digitalne materijale za pripremu nastavnog sata često je koristilo samo 27%, a na Internetu je digitalne materijale objavljivalo samo njih 9%. Na portal Nikola Tesla učenike je upućivalo samo 14% nastavnika, interaktivnu bijelu ploču koristilo je samo 9%, Portal za škole posjećivalo je često 22%, rijetko 56%, a nikada 22%, a u radu neke videokonferencije sudjelovalo je samo 21% nastavnika.
Nešto su se boljim pokazali rezultati vezani uz korištenje elektroničke pošte koju često koristi 62% nastavnika, rijetko 28%, a nikada 10%. Prednosti koje pruža Internet svjesno je čak 97% nastavnika, a 95% nastavnika svjesno je i opasnosti na Internetu. Međutim, samo je 35% obradilo temu Sigurnost na Internetu s učenicima, a samo 23 % na roditeljskim sastancima. Velika se većina slaže da će im ponuđena edukacija koristiti u daljnjoj nastavi (87%).
Nakon provedenih Modula 1 (2010./11.) u kojem je educirano 45.284 učitelja, nastavnika, stručnih suradnika i ravnatelja (88%) u 1307 (97%) osnovnih i srednjih škola, Modula 2 (2011./2012.) u kojem je kroz 820 radionica educirano 16.000 nastavnika i prvog dijela Modula 3 (2012./2013.), provedena je anketa[32] koju je popunilo čak 45.200 nastavnika – sudionika edukacijskih radionica iz 97% osnovnih i srednjih škola, a rezultati nedvojbeno ukazuju na daljnju potrebu kontinuiranog educiranja nastavnika i podizanja razine korištenja ICT-ja, odnosno razvoja digitalne kompetencije u nastavi.
Naime, rezultati istraživanja ukazuju da su nastavnici u visokom postotku prihvatili interna usavršavanja (98%), da obrađene alate namjeravaju koristiti u svom radu (94%), da ih 80% koristi digitalne nastavne materijale, pri čemu bi im portal s pristupom nizu alata za izradu digitalnih nastavnih materijala bio koristan (80%) te da su na temelju novostečenih kompetencija spremniji mijenjati didaktičke koncepte, prepoznajući naglašenu potrebu komunikacije i kooperacije. Također se osjeća utjecaj „kulture usavršavanja“ na nastavu kao zatvoren sustav i spremnost nastavnika da nastavu izlažu diskusijom te se samoevaluiraju.
Tijekom 2012. godine CARNet je proveo istraživanje među 1339 učenika osnovnih i 684 srednjih škola, a rezultati su ukazali na (ne)očekivano nisku iskorištenost ponuđenih informatičkih mogućnosti putem aplikacija i portala koje je posebno za škole razvio CARNet. Naime, samo se 55% učenika koristi AAI mail adresom (ime.prezime@skole.hr), a 45% ne koristi. E-mailom se za komunikaciju koristi 55% učenika povremeno, 24% često, a 21% nikada, pri čemu nema zamjetnih razlika između osnovno i srednjoškolaca. Društvene mreže za komunikaciju koristi 72% učenika često, 20% povremeno, a samo 8% nikada, pri čemu je osjetna razlika u korist srednjoškolaca koji alate društvenih mreža često koriste u visokom (83%) postotku. Također učenici uglavnom smatraju da je alate društvenih mreža poželjno koristiti za učenje i komunikaciju (68%), pri čemu osnovnoškolci u nešto nižem postotku (67%), a srednjoškolci 71%. Većinu učenika zanima kako se zaštiti na društvenim mrežama (68%), ali je samo njih 12% rješavalo Izazov na portalu sigurnost.carnet.hr. Digitalni materijali i multimedija u nastavi prisutni su povremeno kod 66% učenika, povremeno 25%, a nikada 9%, a njih 80% smatra da bi ih trebalo često koristiti u nastavi. Nastavnici upućuju učenika na korisne web stranice za izradu referata u 64% slučajeva, mada je postotak učenika koji posjećuju CARNet-ove portale za škole (Nikola Tesla, Edu.hr, www.skole.hr) iznimno nizak – 50-70% učenika nikada ne posjećuje ove namjenske portale.
Rezultati ukazuju na potrebu daljnjeg kontinuiranog educiranja. Stoga su velika očekivanja postavljena ispred novog CARNet-ova projekta ICT Curricula ***(****Development of ICTCurricula, qualifications and program elements in primary education* - Razvoj elemenata kvalifikacija, programa i kurikuluma u dijelu računalne kompetencije u osnovnoškolskom obrazovanju) koji za glavni cilj projekta ima osuvremeniti osnovnoškolski kurikulum s jasno postavljenim ishodima učenja u međupredmetnoj temi informacijske i komunikacijske tehnologije u osam predmeta (matematika, hrvatski jezik, fizika, povijest, zemljopis, kemija, biologija i strani jezik) u četiri osnovnoškolska razreda (5-8). Projekt je započeo 19. kolovoza 2013. i odvijat će se narednih 18 mjeseci, do 18. veljače 2015. Godine.

Metodologija istraživanja
Kako bismo ispitali je li bilo pomaka u protekle dvije godine, jesu li napori na educiranju nastavnika te je li njihov prijenos novostečenih vještina na učenike donio vidljive rezultate, provedeno je istraživanje među 120 učenika petih i osmih razreda osnovne škole. Kao temeljna metoda istraživanja korištena je anketa, odnosno pismeno prikupljanje podataka uz pomoć i primjenu posebnog formulara – anketnog upitnika.

Predmet istraživanja/
Predmet istraživanja je ispitati i analizirati kako i koliko učenici u osnovnoj školi koriste informacijsko-komunikacijske tehnologije i u koje svrhe, znaju li osim alata društvenih mreža koristiti i druge, prvenstveno edukativne portale i sadržaje, kako prihvaćaju digitalne nastavne materijale te jesu li svjesni opasnosti Interneta i znaju li se od njih zaštiti.
Istraživačka pitanja

[31] Izvor: CARNet, 2012. http://www.carnet.hr/ictedu/anketa
[32] Izvor: CARNet, 2014. http://www.carnet.hr/ictedu/upitnik_za_nastavnike_rezultati

Istraživanje se vodilo sljedećim istraživačkim pitanjima:

- Koriste li učenici namjenske edukacijske portale CARNet-a ?
- Koliko i za što koriste alate društvenih mreža?
- Koji su im glavni izvori informacija za izradu radova?
- Znaju li za opasnosti Interneta i znaju li se zaštiti?
- Koliko su digitalni nastavni sadržaji i multimedija prisutni u nastavi?

Ciljevi i zadaci istraživanja

Glavni cilj istraživačkog zadatka bio je doznati na koji način učenici osnovne škole koriste ICT u učenju. Posebni ciljevi:

a) Ispitati stavove i mišljenja osnovnoškolskih učenika prema korištenju ICT-ja u ponuđenim relacijama (učenje, komunikacija, korištenje alata društvenih mreža, edukativni portali i druge korisne web stranice, opasnosti i zaštita na Internetu, digitalni nastavni sadržaji)
b) Ispitati postojanje razlike između učenika petih i osmih razreda u korištenju ICT-ja, posebice komunikacijskih alata društvenih mreža, digitalnih nastavnih materijala te zaštite od opasnosti Interneta

Uzorak i vremenski obuhvat

Uzorkom je obuhvaćeno 120 učenika tri peta i tri osma razreda Osnovne škole Ive Andrića u Zagrebu. Škola je prosječne veličine i smještena je u Novom Zagrebu. Istraživanje je provedeno u razdoblju od 1.-11. travnja 2014. godine. Od navedenog broja učenika petih razreda bilo je 60, kao i učenika osmih razreda 60, djevojčica je bilo 54, a dječaka 66. Djevojčice i dječaci u ovoj dobi počinju biti glavnim korisnicima modernih IC tehnologija i trebali bi biti pripremljeni za korištenje tako moćnog medija kao što je Internet i njegovi alati prvenstveno u edukativne, a ne samo u zabavne svrhe.

Postupak i instrumenti

Podaci su prikupljeni putem papirnatog anonimnog upitnika koji je sadržavao 18 pitanja s ponuđenim odgovorima, a pitanja su se većinom naslanjala na ona iz CARNet-ova upitnika iz 2012. godine, kako bi se moglo usporediti rezultate.
Rezultati su obrađeni korištenjem SPSS statističkog alata kojim se testirala statistička značajnost između dobivenih prosječnih rezultata (parametrijski t-test za nezavisne uzorke i hi²-test za testiranje statističkih značajnosti). Obradu je provela tvrtka Media net d.o.o. Prikazani su i interpretirani oni rezultati kod kojih su spomenuti testovi pokazali postojanje statistički značajnih razlika u dobivenim rezultatima. Analizom sadržaja interpretirani su dobiveni rezultati, a prema deklariranim kategorijama istraživanja.

Rezultati i interpretacija

Tablica 1. Korištenje AAI e-mail adrese

1. Koristiš li AAI e-mail adresu?

Odgovor	Broj ispitanika	% ispitanika
Da	25	21%
Ne	94	79%
Ukupno	119	100%

hi²	40,008
df	1
p	0,000

***1 bez odgovora**

Značajna većina ispitanih učenika ne koristi AAI e-mail (79%), neovisno o spolu ili razredu.
Rezultati hi kvadrat testa pokazuju da postoji statistički značajna razlika između broja ispitanih učenika koji koriste i onih koji ne koriste AAI e-mail adresu ($hi^2=40,008$; $p<0,01$)
Oni pokazuju da značajna većina ispitanih učenika ne koristi AAI e-mail.
Također, nakon provedenog hi kvadrat testa, ustanovili smo da nema značajnih razlika prema spolu učenika, niti postoji razlika između učenika 5. i 8. razreda.

Tablica 2. Učestalost korištenja elektroničke pošte za e-mail komunikaciju

2. Koliko često koristiš elektroničku poštu za e-mail komunikaciju?

Odgovor	Broj ispitanika	% ispitanika
Nikada	41	34%
Povremeno	68	57%
Često	11	9%
Ukupno	120	100%

Većina učenika koristi e-mail za komunikaciju samo povremeno (57%), relativno je velik broj onih koji e-mail ne koriste nikada (35%), odnosno vrlo je malen broj onih koji ga koriste često (9%) - prosječna ocjena količine korištenja e-maila za komunikaciju je 1,75 na skali od 1 do 3. No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=1,75; uz standardnu devijaciju 0,6115), a nju možemo nazvati prosječna ocjena količine korištenja e-maila za komunikaciju. Ova dva rezultata

zajedno, pokazuju da većina učenika koristi e-mail povremeno, ali relativno velik broj onih koji e-mail ne koriste nikada (35%), odnosno malen broj onih koji ga koriste često (9%), dodatno smanjuje ukupnu prosječnu ocjenu. T-test za nezavisne uzorke pokazao je da ne postoje razlike između petih i osmih razreda u procjeni količini korištenja e-maila za komunikaciju.

Tablica 3. Učestalost korištenja alata društvenih mreža za komunikaciju

3. Koliko često koristiš alate društvenih mreža za komunikaciju?

Odgovor	Broj ispitanika	% ispitanika
Nikada	17	14%
Povremeno	38	32%
Često	65	54%
Ukupno	120	100%

Za razliku od e-maila, većina učenika često (54%) ili barem povremeno (32%) koristi alate društvenih mreža za komunikaciju (prosječna ocjena količine korištenja društvenih mreža za komunikaciju je 2,40 na skali od 1 do 3). No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=2,40; uz standardnu devijaciju 0,7265), a nju možemo nazvati prosječna ocjena količine korištenja društvenih mreža za komunikaciju.

Ova dva rezultata zajedno, pokazuju da najviše učenika često koristi alate društvenih mreža za komunikaciju. Ovi su rezultati suprotni onima za korištenje e-maila i očekivani s obzirom na popularnost Facebooka, Twittera i sličnih alata društvenih mreža.

T-test za nezavisne uzorke pokazao je da ne postoje razlike između petih i osmih razreda u procjeni količini korištenja alata popularnih društvenih mreža za komunikaciju.

Tablica 4. Poželjnost alata društvenih mreža za učenje i komunikaciju

4. Misliš li da bi alate društvenih mreža bilo poželjno koristiti za učenje i za komunikaciju?

Odgovor	Broj ispitanika	% ispitanika
Da	84	71%
Ne	35	29%
Ukupno	119	100%

hi^2	19,361
df	1
p	0,000

***1 bez odgovora**

Značajna većina ispitanih učenika alate društvenih mreža smatra poželjnima za učenje i za komunikaciju (71%), pri čemu učenici 8. razreda u značajno većem broju od učenika 5. razreda. Rezultati hi kvadrat testa pokazuju postojanje statistički značajne razlike između broja ispitanih učenika koji smatraju alate društvenih mreža korisnima, u odnosu na one koji ih ne smatraju korisnima (hi^2=19,361; $p<0,01$). Oni pokazuju da značajna većina ispitanih učenika alate društvenih mreža smatra poželjnima za učenje i za komunikaciju.

Tablica 4.a.

Odgovor	5. razred	8. razred
Da	36	48
Ne	23	12
Ukupno	59	60

hi^2	4,290
df	1
p	0,038

Odgovor	5. razred	8. razred
Da	61%	80%
Ne	39%	20%
Ukupno	100%	100%

Također, nakon provedenog hi kvadrat testa, ustanovili smo da nema značajnih razlika prema spolu učenika, ali postoji prema razrednom odjeljenju (hi^2=4,29; $p<0,05$). Rezultati pokazuju da učenici 8. razreda u značajno većem broju od učenika 5. razreda, smatraju da je alate društvenih mreža poželjno koristiti za učenje i komunikaciju, što je i očekivano budući su osmaši već rutinirani korisnici ovih alata i bolje poznaju njihove mogućnosti.

Tablica 5. Zaštita na društvenim mrežama

5. Zanima li te kako se zaštititi na Facebooku?

Odgovor	Broj ispitanika	% ispitanika
Da	78	65%
Ne	42	35%
Ukupno	120	100%

hi^2	10,208
df	1
p	0,001

Značajnu većina ispitanih učenika (65%) zanima kako se zaštititi na društvenim mrežama. Rezultati hi kvadrat testa pokazuju postojanje statistički značajne razlike između broja ispitanih učenika koje zanima u odnosu na one koje ne zanima kao se zaštititi na Facebooku (hi^2=10,208; p<0,01) te pokazuju da značajnu većina ispitanih učenika to zanima.
Također, nakon provedenog hi kvadrat testa, ustanovili smo da nema značajnih razlika prema spolu učenika, niti postoji razlika između učenika 5. i 8. razreda.

Tablica 6. Sigurnost na Internetu

6. Jesi li ikad rješavao Izazov na portalu sigurnost.carnet.hr

Odgovor	Broj ispitanika	% ispitanika
Da	4	3%
Ne	115	97%
Ukupno	119	100%

hi^2	101,681
df	1
p	0,000

***1 bez odgovora**

Značajna većina ispitanih učenika nije rješavala taj test (97%). Rezultati hi kvadrat testa pokazuju da postoji statistički značajna razlika između broja ispitanih učenika koji su rješavali taj test u odnosu na one koji nisu (hi^2=101,681; p<0,01) te da značajna većina ispitanih učenika nije rješavala taj test. Još jednom se potvrđuje slaba uporaba aplikacija koje je CARNet stavio na raspolaganje školama i učenicima, kao i diskrepancija između svjesnosti učenika o opasnostima Interneta i nebrige za zaštitu i sigurnost za što imaju omogućene gotove alate.

Tablica 7. Izvori informacija za izradu referata i seminarskih radova

7. Glavni izvori informacija za izradu referata i seminarskih radova?

Odgovor	Broj ispitanika	% ispitanika
Google	65	54%
Wikipedia	45	38%
Ostalo	10	8%
Ukupno	120	100%

hi^2	101,681
df	1
p	0,000

Rezultati pokazuju kako Google koristi najveći broj ispitanih učenika (54%), Wikipediju nešto manje (38%), a sve ostale izvore tek 8% ispitanih učenika. Osim toga, učenici 5. razreda (67%), u značajno većem broju, u odnosu na učenike 8. razreda (42%), koriste Google, a učenici 8. razreda (53%) u odnosu na učenike 5. razreda (22%) koriste Wikipediju kao izvor informacija. Dva ispitana učenika ne navode koji su to drugi izvori, a oni koji navode, najčešće navode da je to netko stariji/obitelj. Tri učenika navode Youtube, Facebook i PowerPoint kako svoje izvore.

Tablica 7.a.

Odgovor	5. razred	8. razred
Google	40	25
Wikipedia	13	32
Ostalo	7	3
Ukupno	60	60

hi^2	11,115
df	2
p	0,004

Odgovor	5. razred	8. razred
Google	67%	42%
Wikipedia	22%	53%
Ostalo	12%	5%
Ukupno	100%	100%

Ne postoje razlike prema spolu ispitanih učenika, ali postoji prema razrednom odjeljenju (hi^2=11,115; p<0,01). Tako učenici 5. razreda, u statistički značajno većem broju u odnosu na učenike 8. razreda, koriste Google i neke druge izvore, a učenici 8. razreda u većem broju koriste Wikipediju kao izvor informacija za izradi referata i seminara. Ovaj nalaz ide u
u prilog tezi o Google generaciji – onoj kojoj je početna stranica na svim ekranima – Google.

Tablica 8. Upute nastavnika na korisne web stranice za izradu referata

8. Upućuju li te nastavnici na korisne web stranice za izradu referata?

Odgovor	Broj ispitanika	% ispitanika
Da	35	29%

hi^2	20,008

Ne	85	71%		df	1
Ukupno	120	100%		p	0,000

Većina ispitanih učenika tvrdi kako ih nastavnici ne upućuju na takve stranice (71%). Rezultati hi kvadrat testa pokazuju da postoji statistički značajna razlika između broja ispitanih učenika koji tvrde da ih nastavnici upućuju, u odnosu na broj onih koji tvrde da ih nastavnici ne upućuju na korisne web stranice pri izradi referata (hi^2=20,008; p<0,01) te pokazuju da značajna većina ispitanih učenika tvrdi kako ih nastavnici ne upućuju na takve stranice. Također, nakon provedenog hi kvadrat testa, ustanovili smo da nema značajnih razlika prema spolu učenika, niti postoji razlika između učenika 5. i 8. razreda.
Čak 73-93% učenika ne posjećuje namjenske CARNet-ove portale za škole (Nikola Tesla, Edu.hr, www.skole.hr), niti ih smatra korisnim u učenju (64%). Ovaj zabrinjavajući podatak ukazuje na nedovoljan angažman nastavnika u afirmiranju navedenih portala te na potrebu ulaganja dodatnog i kontinuiranog napora u tom cilju, ali i na „googleizaciju“ učenika.
Tablica 9. Učestalost posjećivanja portala www.skole.hr

9. Koliko često posjećuješ www.skole.hr?

Odgovor	Broj ispitanika	% ispitanika
Nikada	88	73%
Povremeno	28	23%
Često	4	3%
Ukupno	120	100%

No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=1,30 uz standardnu devijaciju 0,5282), a nju možemo zvati prosječna ocjena posjećenosti portala www.skole.hr. Ova dva rezultata zajedno, pokazuju da većina ispitanih učenika nikada ne posjećuje taj portal - tek njih 4 (3%) ga posjećuje često, a to pokazuje i niska prosječna ocjena posjećenosti portala www.skole.hr.
Tablica 9.a.

	5. razredi	8. razredi
Prosječna ocjena	1,167	1,433
Std. devijacija	0,457	0,563

Kada nas zanima postoje li razlike u prosječnim ocjenama između petih i osmih razreda, provodimo t-test za nezavisne uzorke. On je pokazao da postoje razlike između petih i osmih razreda u procjeni količine posjećivanja portala www.skole.hr (p=0,005; p<0,01), na razini 1%. Iako, dakle, svi ispitani učenici (peti i osmi razredi zajedno), u prosjeku malo/slabo posjećuju taj portal, učenici osmih razreda u prosjeku značajno više posjećuju (procjenjuju da posjećuju) taj portal, u odnosu na učenike petih razreda.

Tablica 10. Posjećenost portala Nikola tesla za učenje na daljinu

10. Koliko često posjećuješ portal Nikola Tesla za učenje na daljinu?

Odgovor	Broj ispitanika	% ispitanika
Nikada	105	88%
Povremeno	15	13%
Često	0	0%
Ukupno	120	100%

No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=1,125 uz standardnu devijaciju 0,3321), a nju možemo zvati prosječna ocjena posjećenosti portala www.skole.hr. Ova dva rezultata zajedno, pokazuju da većina ispitanih učenika nikada ne posjećuje taj portal - niti jedan učenik ga ne posjećuje često, a većina ga ne posjećuje nikada (88%), a to pokazuje i niska prosječna ocjena.
T-test za nezavisne uzorke pokazao je nepostojanje razlika između petih i osmih razreda u procjeni količine posjećivanja portala Nikola Tesla za učenje na daljinu - svi ga podjednako malo posjećuju, bez obzira na razred koji pohađaju.
Tablica 11. Posjećenost portala www.edu.hr

11. Koliko često posjećuješ portal www.edu.hr?

Odgovor	Broj ispitanika	% ispitanika
Nikada	111	93%
Povremeno	8	7%

Često	0	0%
Ukupno	120	100%

No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=1,067 uz standardnu devijaciju 0,2514), a nju možemo zvati prosječna ocjena posjećenosti portala www.edu.hr
Ova dva rezultata zajedno, pokazuju da većina ispitanih učenika nikada ne posjećuje niti taj portal (još manje nego prethodna 2) - niti jedan učenik ga ne posjećuje često, a većina ga ne posjećuje nikada (93%), a to pokazuje i niska prosječna ocjena
T-test za nezavisne uzorke pokazao je nepostojanje razlike između petih i osmih razreda u procjeni količine posjećivanja portala www.edu.hr - svi ga podjednako malo posjećuju, bez obzira na razredno odjeljenje
Tablica 12. Korištenje digitalnih materijala i multimedije u nastavi

12. Koliko često se u nastavi koriste digitalni materijali i multimedija?

Odgovor	Broj ispitanika	% ispitanika
Nikada	10	8%
Povremeno	99	83%
Često	11	9%
Ukupno	120	100%

Većina ispitanih učenika smatra da se takvi materijali koriste povremeno - njih 83% (prosječna (pr)ocjena količine korištenja multimedijalnih sadržaja u nastavi je 2,01 na skali od 1 do 3). No, budući da se radi o skali (učenici su mogli davati svoju procjenu od 1-3, gdje je 1=nikada; 2=povremeno; 3=često), rezultat možemo iskazati i kao aritmetičku sredinu svih odgovora (M=2,01 uz standardnu devijaciju 0,42), a nju možemo nazvati prosječna (pr)ocjena količine korištenja multimedijalnih sadržaja u nastavi. Ova dva rezultata zajedno, pokazuju da većina ispitanih učenika smatra da se takvi materijali koristi povremeno. T-test za nezavisne uzorke pokazuje da ne postoje razlike između petih i osmih razreda u procjeni učestalosti korištenja multimedije u nastavi.

Zaključak

Analiza dosadašnjih aktivnosti i trendova pokazuje da su u hrvatskim školama ICT u prvom redu zastupljene u kompjutorskoj edukaciji. Rezultate predstavljene u ovom radu treba razmotriti uz određena razumljiva ograničenja i ne smatrati ih reprezentativnima za cijelu Hrvatsku. Ipak, oni ukazuju da učenici viših razreda osnovnih škola ICT uglavnom koriste kao alate društvenih mreža i sredstvo komunikacije. Većina ih je upoznata s opasnostima Interneta, ali nisu informirani kako se od njih zaštiti. Kao izvor podataka za svoje radove većina učenika navodi Google ili Wikipediju, a najmanje ih u te svrhe koristi CARNet-ove specijalizirane portale posebno kreirane i namijenjen školama i učenicima. Ovi rezultati ukazuju na određene (institucionalne) slabosti u dosadašnjem pristupu, stoga je digitalne kompetencije važno intenzivnije implementirati u obrazovni sustav te osnovnoškolcima pružiti uvid na koje se sve načine ICT tehnologija može svrhovito koristiti. Jedna od glavnih prepreka znatnijem razvijanju e-kompetencija kroz nastavu nedovoljna je izobrazba nastavnika u računalnoj i informacijskoj kompetenciji te je daljnja kontinuirana edukacija edukatora neophodna kako bi postigli zadovoljavajuću razinu znanja.
Uspoređivanjem rezultata CARNet-ova ispitivanja iz 2012. godine i onih iz 2014. godine, može se zaključiti da se unatoč uloženim sustavnim naporima, uočava stanovita stagnacija, odnosno implementacijske slabosti. Prema tim rezultatima iz 2012. godine, tendencija korištenja adrese ime.prezime@skole.hr u negativnom je trendu padom s 55% na 21%. Donekle je pozitivan trend u korištenju e-pošte, jer se broj onih učenika koji se njome nikada ne koriste smanjio s 34% na 21%. Rezultati u kategoriji korištenja alata društvenih mreža iz 2012. godine bili su niži u kategoriji „nikada“ (8%), i „povremeno“ (20%) u kojim bilježimo rast, ali su bili viši u kategoriji „često“ (72%), tako da je ukupna prosječna ocjena slična. U kategoriji zaštite na Internetu ispitivanje iz 2012. godine pokazuje sličan rezultat: 68% ispitanika zanima kako se zaštiti na Internetu, ali ih ne zanimaju konkretni alati , a ovaj zaključak potkrepljuje i usporedba rezultata iz 2012. godine po kojim je 12% ispitanika rješavala Izazov, a taj rezultat osjetno pada u 2014. (3%) pokazujući izrazito negativan trend. Upućivanje na korisne web stranice 2012. godine rezultiralo je sa 64% odgovora „da“ te je pad u 2014. godini na 29% izrazito zabrinjavajući negativan trend. Također, i trend posjećenosti svih edukativnih portala (www.skole.hr, edu.hr, nikola.tesla.hr) u odnosu na podatke iz 2012. godine negativnog je predznaka. U korištenju digitalnih materijala u nastavi bilježimo relativno pozitivan trend u odnosu na 2012. godinu: u kategoriji „nikada“ rezultati su slični (s 9% na 8%), u kategoriji „povremeno“ povećanje sa 66% na 83%, ali u kategoriji „često“ pad s 25% na 9%. Također, u odnosu na temeljne relacije razlika između petih i osmih razreda nema, odnosno zanemarive su.
Iz provedenih istraživanja očit je opći pozitivan stav i otvorenost spram digitalnih medija i korištenja ICT-ja u nastavi dionika procesa obrazovanja – učenika i nastavnika. Informacijska pismenost kao kompetencijska okosnica za učenje posebice je važna za pripadnike internetske generacije i njihove obrasce traženja i korištenja informacija za obrazovne ciljeve. Net-generacija ima vrlo pozitivan i familijaran odnos prema novim tehnologijama, međutim rezultati istraživanja pokazuju da se radi o površnim interakcijama bez kvalitetnog tumačenja ili kritičkog razmatranja podataka kao pretpostavke istinskog učenja.

Utvrđeni obrasci informacijskih i medijskih navika zabrinjavaju osobito u mlađe populacije, stoga je doista neophodno s informacijskim opismenjavanjem krenuti na samom početku formalnog obrazovanja (Lasić-Lazić i dr., 2012: 140)
O integraciji digitalnih medija u nastavne procese još ne možemo zaključiti puno jer visok potencijal digitalnih medija još nije iscrpljen, ali svakako ukazuje na potrebu spajanja tradicionalnih procesa i učenja pomoću medija. Ova je integracija spora zbog diskrepancije sporosti procesa inovacija u obrazovnim institucijama i brzine ciklusa tehnoloških inovacija što hrvatskim školama otežava priključak na europske standarde i promjenu postojećeg obrazovnog sustava u model prihvatljiviji i primjereniji Europskoj uniji. Informatizacija hrvatskog obrazovnog sustava imperativ je, a o dodatnom naporu u ovom području svakako ovisi i njegova konkurentnost.

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THE USE OF NEW TECHNOLOGIES IN THE EDUCATIONAL PROCESS: ELECTRONIC BOOKS AS A NEW SOURCE OF KNOWLEDGE

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Abstract
Development of new technologies brings into question the previously recognized teaching resources in teaching or learning processes. The paper emphasizes the use of electronic book as an example of new possibilities of improvement the educational process, with special emphasis on increasing the availability of sources of knowledge to users of electronic books in relation to users of printed books. Separated from the printed book as a medium, an electronic book in its traditional form changes the definition of types of books, such as handbooks and textbooks, enabling them to quickly supplement and update content. The above caused the popularity of electronic books and made them an integral part of digital culture. Since the electronic publishing and electronic book market in Croatia is still in its infancy, the goal of this paper is to make people aware of the benefits of using electronic books in the educational process as inevitable aspect of new technologies. In perspective, to encourage educational research and experimental use of electronic books, as well as subsequent Croatian publishing which would thus enhance their publication.

Keywords: new technologies, electronic book, digitization, educational changes.

1. Uvod

Elektroničke knjige postepeno ali, sigurno ulaze u domove čitatelja, oslobađajući prostor na policama zauzimaju memoriju u prenosivim elektroničkim uređajima i čitačima. Popularnost čitanja knjiga i osvajanje novih tržišnih segmenata raste popularizacijom elektroničkih publikacija. Počinje se javljati sve veći broj mjesta u svijetu gdje se mogu preuzeti elektroničke knjige, besplatno ili uz određenu naknadu. U Hrvatskoj je taj trend u samim začecima. Elektronička knjiga otvara nove mogućnosti razvoja i utječe na širenje znanja. Razvojem i dostupnošću elektroničke knjige znanje dopire do sve većeg broja korisnika i postaje dostupno svima. Elektroničke knjige uvelike doprinose razvoju edukacije i učenja, te imaju značajan utjecaj na cjelokupno čovječanstvo i šire.

Kako je „bit knjige u njezinoj mogućnosti širenja“, tako su svi sudionici u lancu knjige danas suočeni s potrebom da se prilagode promjenama i pronađu rješenja za dostupnost knjige u njezinu novom digitalnom obliku. Naime, digitalni oblik omogućuje jednostavan i brz pristup pisanoj riječi u skladu s potrebama umreženog društva (Lončar, 2013, 103). Upravo globalno širenje i dostupnost „pisane riječi“, osnovna su motivacija za ovaj rad, te ujedno za daljnja istraživanje iz područja elektroničke knjige.

Najveća snaga elektroničke knjige, koju i Kremer[33] naglašava, leži u činjenici da tiskano izdanje otvara prema svima (Cramer, 2014, 22). Elektroničke knjige su okretne, brze, iznimno prijenosne i otporne (stranice i ilustracije se ne mogu se istrgnuti i pogoršati), fizički štede mjesto na polici, mogu se mijenjati prema sklonostima pregledavanja čitatelja. Nabrojeno predstavlja samo neke od prednosti korištenja elektroničke knjige (Brahme i sur. 2012, 22). Chu kao prednosti svih elektroničkih dokumenta ističe jednostavno pretraživanje, dijeljenje, arhiviranje, te pristup i povezivanje s drugim materijalima (Chu, 2003, 342). Tiskane knjige mogu se čitati samo ukoliko se fizički ode u knjižnicu, dok putem interneta, u osnovi cijeli svijet ima pristup sadržaju u bilo koje doba dana. Tiskano izdavanje knjiga, osobito u akademskoj zajednici mijenja se ubrzanim tempom (Velde, Ernst, 2009, 570).

Odvajanjem od tiskane knjige kao medija, elektronička knjiga svojim oblikom mijenja tradicionalna određenja vrsta knjiga, primjerice, priručnika i udžbenika, omogućujući im brzu dopunu i ažuriranje sadržaja. Time sve više pripada digitalnom mediju, a prožimanjem s ostalim medijima, zvukom i filmom, postaje multimedijska. Apostrofira se nastojanje sve većeg prihvaćanja elektroničkih knjiga koje se koriste u nastavi u SAD-u, Norveškoj, Danskoj, Kanadi, Velikoj Britaniji, Australiji, Koreji, ali i mnogim drugim državama koje eksperimentiraju s obrazovnom građom. Neki autori smatraju kako su elektronički udžbenici rješenje za dostupnost udžbenika velikom broju subjekata u nastavnim i obrazovnim procesima te ističu njihovu važnu ulogu za učenje na daljinu. Rezultat navedenoga su inicijative nekih sveučilišta u pokretanju programa koji bi u nekoliko godina mogli dovesti do potpune zamjene u knjižnicama tiskanih, elektroničkim udžbenicima.

2. Razvojni put elektroničke knjige

Ramaiah (2005) ističe popularnost elektroničke knjige (engleski *electronic book* ili skraćeo *eBook*) jedne od nekoliko oblika elektroničkih publikacija koja je u stalnom porastu tijekom posljednjih pet do šest godina među svim korisnicima, uključujući nastavnike, gospodarstvenike, mobilne korisnike, knjižnice i djecu (Ramaiah, 2005, 17). Također, Lončar naglašava da je razvojni put elektroničke knjige započeo prije pojave *World Wide Weba*, internetske knjižare *Amazon*, digitalizacije knjiga *Google Books*, te znatno prije prihvaćanja elektroničke knjige kod nakladnika koji elektroničke knjige

[33] Autor knjige *1001 način da markirate svoju knjigu*.

počinju prodavati u internetskim knjižarama (Lončar, 2013, 104). Danas primjena elektroničkih knjiga, navodi Pažur, sve više ide u smjeru uvođenja dodatnih vrijednosti, odnosno multimedije (Pažur, 2013, 174).

Petr Balog i Feldvari izdvajaju autorom termina „elektronička knjiga" (engleski *electronic book*) van Dama sa *Sveučilišta Brown* u SAD-u, koji je termin elektronička knjiga prvi puta upotrijebio 1960-ih godina (Petr Balog, Feldvari 2013, 80). Nadalje, Pažur (2013) navodi kao nastanak elektroničkih knjiga *Deklaraciju nezavisnosti SAD-a* koju je Hart 1971. godine prepisao na računalo s ciljem kreiranja elektroničkih kopija drugih knjiga, te ujedno pokrenuo *Projekt Gutenberg.* U navedeno vrijeme, elektroničke knjige bile su većinom „digitalni pretisci" tiskanih knjiga (Pažur, 2013, 173). Još prije pojave interneta, Hart je shvatio da računalne mreže pružaju neograničenu mogućnost raspačavanja s ciljem širenja znanja. Stoga Lončar (2013) Harta ističe kao začetnika prve digitalne knjižnice, te *Projekt Gutenberg*[34] izdvaja kao simbol digitalizacije i svjetske digitalne knjižnice. Danas *Projekt Gutenberg* nudi više od 40.000 besplatnih elektroničkih knjiga različitih formata, odnosno sa srodnim grupacijama nudi više od 100.000 elektroničkih knjiga, koje se mogu preuzeti ili čitati *online* (Lončar, 2013, 104/105). Objavljivanje elektroničkih knjiga na mreži, piše Pažur (2013) započinje sredinom 1990-ih godina, dok sredinom 2000-ih godina raste interes i njihova prodaja, posebno nakon što je 2004. godine započeo projekt *Google books.* Spomenuta autorica izdvaja 1998. godinu kao začetak revolucije u razvoju i porastu popularnosti elektroničkih knjiga, zahvaljujući pojavi elektroničkih čitača koji su, osim mogućnosti čitanja na bilo kojem mjestu, primjenom elektroničke tinte „vjerno prenijeli ugođaj čitanja s papira" (Pažur, 2013, 173/174).

Nakon *Projekta Gutenberg* Rao (2005) akcentira kao najvažniji događaj, upravo pojavu elektroničkih knjiga. Kao razvojni put, te čvrste temelje za daljnje širenje elektroničke knjige, ističe rastuću popularnost *World Wide Weba* i opće prihvaćanje novih, poboljšanih i jednostavnijih tehnologija za korištenje elektroničkih knjiga (Rao, 2005, 116). Pažur (2013) smatra kako su elektroničke knjige prvo služile kao sadržajna dopuna tiskanih knjiga, a posljednjih godina se pojavljuje sve veći broj knjiga koje nastaju izvorno u digitalnom obliku (engleski *born digital*). Međutim, autorica izdvaja kako su elektroničke knjige postale šire prihvaćane tek kada su zadržale izgled i preuzele bit tiskane knjige i prenijele vjerno njezine najvažnije osobine. Shodno tome Pažur zaključuje da se posljednjih godina ubrzava porast čitanja elektroničkih knjiga s pojavom i usavršavanjm elektroničkih uređaja manjih formata kao što su *Blackberry*, džepno računalo (engleski *personal digital assistant* ili skraćeno *PDA*), *iPhone, iPod, iPod Touch* i njihovim padom cijene (Pažur, 2013, 173/174).

Promjenom medija nositelja sadržaja elektroničkih knjiga, mijenjala se i sama definicija. Danas, kako Pažur navodi, pod elektroničkom knjigom podrazumijeva se knjiga u elektroničkom formatu koja je dostupna na mreži, a može se čitati na računalu, elektroničkom čitaču i drugim srodnim uređajima (Pažur, 2013, 173). Nadalje, Petr Balog i Feldvari (2013) definiciju elektroničke knjige izjednačavaju s definicijom cijelog skupa elektroničke građe, izdvajajući da je riječ o „omeđenoj publikaciji" tj. knjizi u elektroničkom obliku koja se može čitati samo uz pomoć vanjskog elektroničkog uređaja. Elektronička građa, prema *Međunarodnom standardnom bibliografskom opisu elektroničke građe*[35] je građa namijenjena uporabi uz pomoć računala, te uključuje građu koja zahtijeva uporabu vanjskih uređaja računala i jedinice koje se mogu koristiti na interaktivan način. Autorice ističu da kada se govori o elektroničkim knjigama, tu svakako spada i kategorija elektroničkih zvučnih knjiga (engleski *eAudiobooks* - Petr Balog, Feldvari, 2013, 80/81).

Kada se govori o prisutnosti elektroničkih knjiga prema tržištima, autorice Petr Balog i Feldvari (2013) navode kako se interes za elektroničke knjige prvo javio u SAD-u. Upravo ondje se nalazi najveći broj nakladnika i dobavljača takve vrste građe. Američke knjižnice su kasnih 1990-ih godina počele nuditi elektroničke knjige svojim korisnicima. Tadašnje elektroničke knjige većinom su bile stručne i znanstvene prirode, te se nisu mogle preuzimati (Petr Balog, Feldvari, 2013, 80/81). Širenje na europsko tržište, piše Lončar, započinje zahvaljujući širenju novih tehnologija, odnosno porastu izdanja digitalnih knjiga i modela elektroničkih čitača. S druge strane, hrvatsko tržište elektroničke knjige, još je uvijek u nastajanju (Lončar, 2013, 103).[36]

Kontinuirani rast popularnosti elektroničkih knjiga, učinilo ih je integralnim dijelom digitalne kulture. Lončar (2013) navodi kako elektronička knjiga svojim oblikom mijenja tradicionalno određenje vrste knjige (poput priručnika i udžbenika). Lončar navedeno potkrjepljuje određivanjem definicije pojma elektroničke knjige koja se više udaljava od mišljenja da je elektronička knjiga, samo, elektronička inačica tiskane knjige. Elektronička knjiga, prema autorici Lončar, sve više pripada digitalnom mediju, odnosno određuje se kao multimedijska prožimanjem s ostalim medijima, zvukom i filmom (Lončar, 2013, 123). Takav razvoj elektroničke knjige ponovno oživljava „proročansku misao" medijskog znanstvenika i filozofa McLuhana kako opasnost leži u nesposobnosti viđenja da promjena u formi medija istodobno mijenja njegov sadržaj (McLuhan prema Lončar, 2013, 123). Naime, kao što zamjećuje i Rifkin, petina svjetske populacije seli u *cyberspace*. Stoga on smatra kako će podjela svijeta biti na dvije razdvojene civilizacije: one koji žive unutar elektroničkih vrata *cyberspacea*, i na one koji ostaju „van" (Rifkin, 2005, 23/24).

[34] Vidi više: Lončar, 2013.
[35] Skraćeno *ISBD(ER)*.
[36] Zanimljiv je podatak koji u svom radu izlažu autorice Petr Balog i Feldvari, kako u Hrvatskoj dvije knjižnice nude uslugu korištenja elektroničkih čitača i *iPad* uređaja u svojim prostorima: to su *knjižnica Bogdan Ogrizović* od prosinca 2012. godine i *Gradska knjižnica Rijeka* od siječnja 2013. godine (Petr Balog, Feldvari (2013, 85). Nadalje, *Američki kutak Knjižnice i čitaonice "Bogdana Ogrizovića" (Knjižnice grada Zagreba)* pokrenuo je 2011. godine pilot projekt uvođenja besplatnih elektroničkih knjiga uz korištenje elektroničkog čitača *Kindle*-a u usluge *Američkog kutka Zagreb* (Lončar, 2013, 116).

3. Novo doba nakladništva

Lončar smatra da preokret s kojim su suočeni nakladnici u digitalnom okruženju i velika prodaja elektroničkih knjiga, stavlja knjižnice pred izazov uvođenja elektroničke knjige u svoje usluge, kako bi odgovorile na današnje, ali i buduće tehnološke zahtjeve (Lončar, 2013, 101).

Poznati izdavači kao što su *Springer, Elsevier, Wiley* i dr. posljednjih godina rade i na većoj ponudi znanstvenih i stručnih elektroničkih knjiga, koje ponajprije nude knjižnicama kao "pakete" tj. unaprijed formirane zbirke. Također su se pojavili i brojni agregatori (*Ebrary, NetLibrary, Dawsonera, Safari, MyiLibrary, Knovel, Questia*) specijalizirani za znanstvene elektroničke knjige, kojima su knjižnice glavno tržište. Izdavači i agregatori su u elektroničkim knjigama vidjeli izvor zarade, no uz njih se javljaju i projekti kojima je cilj učiniti elektroničke knjige besplatno dostupnima. U takvim projektima sudjeluju i knjižnice radeći na digitalizaciji starih knjiga i okupljanju besplatnih elektroničkih knjiga raspršenih na mreži (*Project Gutenberg, Gallica, Million Book Project, World Public Library, Europeana* itd. - Pažur, 2013, 175).

Lončar (2013) izdvaja 20. konferenciju *EBLIDA/NAPLE* koja je održana u svibnju 2012. u Kopenhagenu, gdje je pokrenuta široka rasprava o slobodnom pristupu informacijama, obrazovanju, kulturi za sve europske građane. U digitalnom okruženju prema autorici, uloga knjižnice je dovedena u pitanje jer pravo pristupa i posudbe elektroničke knjige određuju nakladnici. Lončar (2013) zaključuje da je na Konferenciji istaknuto kako je potrebno provesti promjene pravnog okvira i odgovoriti zahtjevu vremena za stvaranjem novih modela poslovanja za sve sudionike na tržištu elektroničke knjige. Aktivno zagovaranje za novu važnu ulogu knjižnica u digitalnom okruženju pokrenuto je predstavljanjem dokumenta *Europske* knjižnice i *izazovi elektroničkog nakladništva* (Lončar, 2013, 114/115).

Pažur (2013) objašnjava da tek od druge polovice 2000-ih godina, elektroničke knjige postaju od sve većeg interesa nakladnicima koji se okreću njihovoj prodaji kao i prodaji elektroničkih čitača. Prvenstveno se okreću prema pojedinačnim korisnicima, a manje prema knjižnicama. *Amazon* je krajem 2009. godine objavio kako je prvi put prodao više elektroničkih knjiga od tiskanih, te je nakladnicima postalo jasno da se ne radi o prolaznom trendu, nego o snažnom uzletu elektroničke knjige. No, Pažur naglašava kako se poglavito radi o beletristici, dok znanstvene i stručne elektroničke knjige uvelike zaostaju. Uz beletristiku, izdavači su veći interes pokazivali za referentnu literaturu u elektroničkom formatu. Pažur akcentira da je začetak nestajanja referentne literature u tiskanom obliku objava *Encyclopaedia Britannica* iz ožujka 2012. godine kojom izjavljuju da nakon 244 godine izlaženja u tiskanom obliku svoje mjesto ustupa isključivo digitalnoj inačici. Elektronički format omogućuje lako i brzo obnavljanje, ažurnost i pretraživost kakvu tiskani oblik ne može postići (Pažur, 2013, 174/175). Rao navedeno potkrepljuje[37] podacima *Microsofta* koji izjavljuje da će do 2020. godine, 90 posto materijala za čitanje biti dostavljeno u elektroničkom obliku (Rao, 2005, 116).

U Hrvatskoj su elektroničko nakladništvo i tržište elektroničke knjige još u samim začecima. Lončar (2013) ističe kako je potrebna veća ponuda od strane hrvatskih nakladnika kako bi udio elektroničke knjige na tržištu bio značajniji, a cijena elektroničke knjige i elektroničkih čitača prihvatljivija hrvatskim čitateljima. U usporedbi s razvijenom nakladničkom industrijom, naročito u SAD-u gdje elektronička knjiga zauzima sve veći udio u tržištu knjige, u Hrvatskoj je elektroničko nakladništvo i tržište elektroničke knjige još uvijek u začecima. Ipak, ostvareni su uvjeti za razvoj elektroničke knjige pokretanjem triju internetskih knjižara, *Tookbook, Planet 9 i Vip e-knjižara* koje prodaju hrvatske elektroničke knjige i nude izbor elektroničkih čitača (Lončar, 2013, 103/104).

Prethodna izlaganja, daju mogućnost predviđanja kako će tržište elektroničkih knjiga i dalje ostati u porastu te zauzimati sve veću važnost i udio tržišnog kolača. Postojeća istraživanja daju optimistične poglede u budućem razvoju, dok na hrvatskom tržištu razvojni put je znatno sporiji. Ipak stvoreni su dobri temelji za daljnji razvoj.

4. Dostupnost elektroničke knjige

Elektroničke se knjige mogu učiniti dostupnima na različite načine: mogu biti kodirane za korištenje s točno određenim sofverom na osobnom računalu (engleski *personal computer* ili skraćeno *PC*) ili dlanovniku (engleski personal *digital assistant* ili skraćeno *PDA*); mogu biti isporučene mrežom i pregledavati se standardnim preglednikom, a neke zahtijevaju poseban hardver kao što je to ranije bio slučaj s *Amazonovim* knjigama koje su se mogle čitati isključivo pomoću *Amazonovog* elektronič-kog čitača *Kindle*-a ili *Nook*-a, elektroničkog čitača *Barnes&Noble-a* (Petr Balog, Feldvari, 2013, 81).

Prihvaćanje novog oblika knjige povezano je s mnogim problemima: nestandardizirani formati elektroničke knjige, pitanje neovisnosti u provođenju nabavne politike, pitanje sustava autorskih prava za digitalni oblik knjige, visoke cijene elektroničke knjige i elektroničkih čitača (Lončar, 2013, 103). Prema autoricama Petr Balog i Feldvari iznimno velika prepreka interoperabilnosti elektroničkih knjiga jest to što pojedini nakladnici isporučuju knjige u formatima koji se mogu čitati samo na zasebnim, njihovim, elektroničkim čitačima. Nakon prvobitnih problema, nakon 2011. godine dolazi do pomaka u interoperabilnosti i postaje moguće i s *iPad*-om, preuzimanjem odgovarajućeg programa, čitati knjige s *Amazon.com*. Također, *OverDrive* je svoje elektroničke knjige učinio dostupnim i za *Kindle* uređaje (Petr Balog, Feldvari, 2013, 81).[38]

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[37] Tržišni potencijal elektroničkih knjiga prema *Jupiter prognozi* iznositi 1,9 milijuna korisnika elektroničke knjige samo u SAD-u do 2005. Obzirom na sniženje cijene i porast kvalitete, *IDC* predviđa da će samo tržište u SAD-u rasti od 9 milijuna američkih dolara u 2000. do 414 milijuna američkih dolara u 2004. godini. *Forrester Research* procjenjuje prihode iz digitaliziranog nakladništva na 7.8 milijarde američkih dolara u 2005., što je povećanje od 838 milijuna američkih dolara od 2000. Godine. i *Andersen Savjetodavna Studija za Udrugu američkih izdavača* zaključuje da do 2005., 10 posto od prodaje knjige tj. 2,3 milijarde američkih dolara godišnje, bit će u elektroničkom obliku (Rao, 2005.,116).

[38] Elektronički čitači svrstavaju se u tri skupine uređaja: crno bijeli elektronički ink čitači koji koštaju do 600-700 kuna, 7 inčni tableti sa *LCD* ekranima u boji (cca. 800-2000 kuna) i *tablet* uređaji većih dijagonala s vrlo kvalitetnim ekranima kao što je *iPad* (cijena 3500+ kuna). Do 2011. godine pomoću *Amazonovog*

Autorica Lončar (2013) u svom radu daje pregled formata[39] elektroničkih knjiga koji prevladavaju. *EPUB* (engleski *Electronic Publication*) danas se sve više smatra standardom u elektroničkom nakladništvu. Naime, 2007. godine prihvatio ga je kao standard *Međunarodni forum za digitalno nakladništvo* (engleski *Internat onal Digital Publishing Forum* ili skraćeno *IDPF, www.idpf.org/specs.html*). Dakle, sve spomenuto upućuje da u prijelazu s tiskanog na digitalni oblik knjige, u središtu rasprava su tehnološki problemi vezani uz strah nakladnika od dominacije jednog od vlasničkih programa i platformi za elektroničku knjigu, kao i strah od piratstva i ekonomskog gubitaka (Lončar, 2013,110).

Ključna pitanja za razvoj industrije elektroničke knjige su dostupnost i funkcionalnost. Sigurnost i komercijalni imperativ će ograničiti dostupnost elektroničkih knjiga. Pojavom digitalne distribucije, piratstvo postaje briga za izdavača knjiga. Funkcionalnost je drugi ključni pokretač usvajanja elektroničke knjige. Kako dostupnost raste, iskustvo kupnje i čitanja se poboljšava (Rao, 2005, 137).

Pažur (2013) iz rezultata dobivenih pregledavanjem knjižničnih mrežnih stranica, akcentira kako su znanstvene i stručne elektroničke knjige još uvijek prava rijetkost u našim visokoškolskim i srodnim knjižnicama. No, bez obzira što je radi trenutnog stanja teško očekivati brze promjene u pogledu mogućnosti nabave znanstvenih i stručnih elektroničkih knjiga velikih izdavača, broj kvalitetnih elektroničkih knjiga u otvorenom pristupu je u porastu, te ih svakako treba nastojati približiti korisnicima (Pažur, 2013, 190).

5. Elektronička knjiga u nastavnom procesu

Postoje različite rasprave i predviđanja o budućnosti knjige. Neki predviđaju njezin nestanak, a postoje i mišljenja kako će knjiga uvijek biti neizostavni dio čovjekove svakodnevnice. Prethodne rasprave pokazale su važne utjecaje na ovakva razmišljanja, izdvajajući kao najvažnije sve brži razvoj tehnologije, ponajprije računala, kao ključne utjecaje koji mogu dovesti do nestanka tiskanih knjiga. Sasvim je vidljivo kako mladi manje čitaju, više su orijentirani na internet, te je njihovu pažnju teško zadržati dugo na jednoj temi. Naravno, postoji uvijek i ona skupina koja radije preferira tiskane knjige. Kao najvažnije probleme navode nemogućnost uživanja u knjizi čitajući je na računalnom zaslonu, odnosno knjigu smatraju vjerodostojnijom i lakšom za uporabu što često nije slučaj sa informacijama dostupnima na internetu. Mikulan smatra da ista logika vrijedi i za udžbenike, ovdje uz kritički dodatak kako učenici sve manje poštuju svoje udžbenike, te ih smatraju dosadnima (Mikulan, 2004, 191).

Odgoj i obrazovanje su dvosmjerani procesi, odnosno nije važno samo ono što nastavnik govori, već i kako to učenik razumije i prihvaća. Vejić piše kako navedeno otvara mnoga pitanja vezana za nastavni proces: u kakvom okružju učimo i stvaramo, je li udžbenik dovoljno dobar da zadovolji temeljne potrebe učenika, kako metodički pristupiti nastavi koja se izvodi uz pomoć suvremenih pomagala kao što je računalo, prati li standardni udžbenik te potrebe, kakva je uloga učitelja u takvom obrazovnom procesu i sl. Povećanje ukupnog znanja postavlja pred obrazovni proces, ujedno pred nastavnike i autore udžbenika zadaću pronalaženja esencijalnog minimuma znanja zbog rasterećenja učenika i načina prenošenja znanja na učinkovit način. U nastavnom procesu, nastavnik se nalazi pred dvostrukim izazovom. S jedne strane nastavnik treba stvoriti uvjete prenošenja nastavnih sadržaja učenicima na što pristupačniji način, a s druge strane potrebno je učenike učiniti „osjetljivijima i otvorenijima“ usvajanju znanja na suvremeni način. Zapravo, nemoguće je tehnologiju koja je svojim brzim rastom dovela do povećanja ukupne količine znanja, ne primijeniti i u obrazovnom procesu (Vejić, 2004, 99).

U kontekstu navedenog, slična razmišljanja iznosi Pivac, također ističući informacijsku tehnologiju kao jednu od karakteristika paradigmatskog modela kreativno-inovativne škole, koju je nužno razmotriti u znanstveno-stručnom promišljanju škole.[40] Suvremena informacijska tehnologija pruža nove mogućnosti za mijenjanje strategije, ali i organizaciju pedagoškog procesa. Za primjer je moguće uzeti upravo knjigu. Naime, uz promatranje prirode, Komensky je afirmirao knjigu kao izvor znanja, na čemu je utemeljivao didaktički proces poučavanja. Unatoč slabostima, knjiga je u nastavi odigrala izvanrednu društveno-civilizacijsku, znanstveno-stručnu i uopće kulturno-povijesnu ulogu u razvoju suvremenog društva. Nova tehnologija koja je intenzivno ušla u suvremenu školu, preferira učenje u odnosu na poučavanje, čime se mijenjaju položaj, uloga i mogućnosti samih nositelja pedagoškog procesa, ali i karakter učenja u školi. Izdvojeno zahtijeva modificiranje i samih udžbenika. Ujedno se i nastavnikova funkcija time mijenja iz temelja. Među čimbenicima pedagoškog procesa uspostavlja se nova komunikacijska matrica i oblici suradnje, čime se pridonosi dinamičnosti i postmodernosti oblikovanja škole i pedagoškog procesa u njoj, prilagođenih potrebama heterogene populacije u njoj (Pivac, 2009, 116/117).

U odgojno-obrazovnom sustavu danas, osim klasičnog udžbenika, sve više se uključuju ostali izvori znanja poput raznih časopisa, enciklopedija, TV emisija, računala i sličnog. Osobito brz razvoj računalne tehnike doveden je do mogućnosti

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Kindlea mogle su se čitati samo elektroničke knjige s *Amazon.com*. Dok *OverDrive*, jedan od najvećih dobavljača elektroničkih knjiga za američke narodne knjižnice, nudio je, primjerice, knjige koje su se čitale uz pomoć *Appleovog iPad*-a (Petr Balog, Feldvari, 2013, 81-85).

[39] Problem u uspješnom standardiziranju jednog formata i dalje ostaje u *DRM*-u jer svi nakladnici dodaju *DRM* u format elektroničke knjige tako da se kupovinom knjige njezina upotreba veže uz određeni elektronički čitač ili platformu. Tako se ista EPUB datoteka čita drukčije na različitim elektroničkim čitačima. Na početku razvoja elektroničkog nakladništva, elektroničke knjige bile su dostupne samo u dva formata, a prisutni su i danas: *OEB* (engleski *Open eBook*) i *PDF* (engleski *Portable Document Format*). Zvučne elektroničke knjige dostupne su u dva formata: *WMA* (engleski *Windows Media Audio*) i *MP3*, koji također imaju *DRM* zaštitu (Lončar, 2013, 110).

[40] Pored informacijske tehnologije, Pivac (2009) navodi sljedeće karakteristike: (1) škola kao zajednica u kojoj se živi, (2) u osnovi života i rada škole jest učenik, (3) učenje se utemeljuje na kognitivno-konstruktivističkoj i kritičkoj emancipacijskoj paradigmi s vrijednosnom orijentacijom, (4) rasterećenje učenika i (5) ustroj svake škole se temelji na samoorganiziranju.

povezivanja svih izvora u cjelovit interaktivan sustav u kojimu korisnik informacija može u svakom trenutku doći do željene informacije. Ovdje je riječ o multimedijskom sustavu obzirom da se koristi s više medija istovremeno.[41] Navedeni sustav ima mogućnosti generiranja virtualnog okružja, upravo zbog primjene visokotehnološki naprednih audiovizualnih sredstava i senzora. U nastavnom procesu potpomognutom multimedijskim sustavom, učenik se opredjeljuje za sadržaje sukladno subjektivnoj procjeni i afinitetu. Stoga takvi sustavi stvaraju uvjete za najviši stupanj individualizacije u nastavi. To je nastava koja osposobljava učenika za samostalno učenje (Vejić, 2004, 99).

Uporaba multimedijskih pomagala u nastavi zahtijeva određen stupanj osposobljenosti nastavnika, tehničku opremljenost učionice, prilagođeni udžbenik te razvijene i teorijski utemeljene metode izvođenja nastave u novom okružju. Dakle, nameće se zaključak kako je potrebno pokrenuti proces mijenjanja sadašnjeg okružja u kojemu učenik uči i stvaranja novog, drugačijeg okružja za učenje, što uključuje i „novi" udžbenik. Tehnički dio problema prelaska iz klasične u virtualnu učionicu je jasan, jer već postoji razvijena informacijska tehnologija i softveri, koji mogu već sada odgovoriti svim tehničkim zahtjevima virtualne učionice. Stoga je fokus rada pedagoga, metodičara, nastavnika, a posebno autora udžbenika pri prijelazu s klasičnog na virtualno okružje nastave, upravo razvoj udžbenika koji trebaju biti prilagođeni primjeni u pojedinim fazama nastavnog procesa (Vejić, 2004, 100/101).

Karakteristike novog udžbenika. Individualizacija podrazumijeva da višedimenzionalni udžbenik osigurava dogradnju sadržajnog standarda, modifikaciju tog standarda za učenike s posebnim potrebama i za osobito nadarene učenike, različite metodičke izvedbe i različit ritam. Pored navedenih važne su sljedeće karakteristike: poticanje učenika na kreativan pristup nastavnoj jedinici brojnim primjerima praktične vrijednosti znanja, osiguravanje samoevaluacije i otvaranje raznovrsnih putova za ostvarenje obrazovnog standarda. Mijatović (2004) ujedno ističe kako su današnji udžbenici većinom autorski prepoznatljivi i pretežito oblikovani na osobnome metodičkom iskustvu, ali su sasvim daleko od temeljnog zahtjeva da tvore samo jedan komplementaran segment svim drugim predmetnim udžbenicima u jednom razredu jedne vrste ili razine škole, a da su kompatibilni sustavu znanja od predškole do sveučilišta. Udžbenik koji ne uzima u obzir ono što mu je prethodilo, kao niti ono što ga slijedi, zapravo nema temeljna kurikularna svojstva[42] i često pridonosi difuznome tj. „razmrvljenom znanju" (Mijatović, 2004, 14/15).

Danas je udžbenike moguće obogatiti različitim sadržajima koji uključuju tekst, sliku, audio, video, animacije i sl. Kreatori obrazovnih projekata imaju na raspolaganju čitav niz jednostavnih i dostupnih alata za razvoj različitih multimedijalnih elemenata koji se onda mogu ugrađivati u materijale za elektroničko učenje ili koristiti u svrhu obrazovanja, bez obzira o kojoj se metodi radilo (udaljeno učenje, tradicionalne metode, samostalno učenje i sl). Prethodno nabrojeno pruža edukatorima čitav niz mogućnosti za kreiranje najraznovrsnijih multimedijskih projekata, a polaznicima mogućnost da se educiraju u stanovima, kućama, uredima ili školama, kao i mogućnost da organiziraju vlastito učenje ovisno o životnim ili radnim potrebama, mentalnoj kondiciji, te obrazovnim aspiracijama. Nadalje, pozitivni efekti multimedije očituju se u privlačenju pozornosti učenika, većoj razini interesa, motivacije i zadovoljstva polaznika, mogućnosti lakšeg pojašnjavanja težih koncepata i principa, potpunije razumijevanje sadržaja i djelotvornije stjecanje novih pojmova, te ujedno bolje pamćenje sadržaja kao i mogućnost primjene znanja u novim situacijama.[43] Ove spoznaje i činjenice daju tradicionalno shvaćenom obrazovanju sasvim novo mjesto u kontekstu cjeloživotnog učenja. Uz to se javljaju i brojna praktična pitanja na koja tradicionalna didaktika ne može dati zadovoljavajuće odgovore (Matasić, Dumić, 2012, 144-146).

Kurikulumski pristup školi sadržava osnovne elemente cjeloživotnog učenja, odnosno permanentnog obrazovanja i razvoja obrazovanja. Tu permanentnost, naglašava Pivac, nužno je ugraditi u karakter pedagoškog procesa u školi, čija je funkcija otvaranje, problematiziranje, projektiranje, istraživanje, rješavanje, proizvođenje, inoviranje, anticipiranje, a ne zatvaranje, uokvirivanje, sputavanje, dogmatiziranje (Pivac, 2009, 95). Kurikulumski pristup školi u suvremenosti određen je kompleksnošću teorijsko-metodološke potke koja proizlazi iz znanstvenog razvoja, razvoja nove informacijske tehnologije, te afirmacije ličnosti kao temeljnog čimbenika. Ova se potka obzirom na razvoj tih osnova permanentno razvija, pridonoseći tako i razvoju škole, sadržaja, i karaktera pedagoškog procesa u njoj. Teorijsko-metodološka potka zapravo potiče kreativno-inovativnu angažiranost nastavnika i učenika, stalno učenje, traženje, problematiziranje, otkrivanje i istraživanje. Ona je i jedna od osnova koja pridonosi postupnoj rekonceptualizaciji tradicionalnog bića škole u suvremeno-inovativnu organizaciju utemeljenu na znanju (Pivac, 2009, 98).

Prethodno izložene promjene su dovele do potrebe formiranja i konstituiranja nove znanstvene discipline nazvane multimedijska didaktika. Pitanja kojima se bavi multimedijska didaktika se kreću od ciljeva, te izbora i dizajniranja sadržaja učenja do vrednovanja učinkovitosti multimedijskih projekata. Smatra se ipak da su glavna pitanja razvijanje strategija učenja,

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[41] Multimedijalnost znači integraciju, odnosno povezivanje više medija u jednu cjelinu. Takvo povezivanje predstavlja prije svega jednu tehničku činjenicu, drugim riječima jednu tehničku mogućnost. Termin multimodalnost znači mogućnost posredovanja informacija putem više osjetnih modaliteta primjerice auditivno, vizualno, olfaktorički, taktilno itd. (Rodek, 2007, 169).

[42] Rosandić apostrofira kako kurikulumski ustruj škole afirmira znanstveni pristup pedagoškom procesu koji se odvija unutar škole. Teorija kurikuluma je svojevrsna paradigma koju karakterizira multidisciplinarni, interdisciplinarni i transdisciplinarni pristup programiranju odgojno-obrazovnog procesa (Rosandić prema Pivac, 2009, 96).

[43] Veliku prednost elektronički udžbenici pružaju i u radu s djecom s oštećenjima sluha i vida, tjelesne invalidnosti, poremećaja hiperaktivnosti, darovitosti, lake mentalne retardacije i Aspergerovog sindroma. Čop i Topolovec tvrde kako se barijera tehnologije polako ruši i primiče osobama s posebnim potrebama. Sama činjenica da učenik može koristiti računalo u bilo kojem nastavnom predmetu te da mu omogućuje smirenje, koncentraciju, raznoliko učenje, otvaranje svih mapa znanja, kao i samostalno unaprjeđenje i samopoštovanje, čini svijet ICT tehnologije beskrajnim i gotovo, kako naglašavaju Čop i Topolovec, „svemogućim asistentom" (Čop, Topolovec, 2009, 312).

didaktički i medijski dizajn multimedija te pitanja prirode komuniciranja u obrazovanju na daljinu koje podržava internet. Naravno, tu je i jedno sasvim novo gledanje na proces učenja uvjetovano novim medijskim okruženjem u osnovi kojega su multimedija i internet. Priprema nekog multimedijskog projekta za obrazovanje je izuzetno složen posao za koji je potreban timski rad niza stručnjaka od stručnjaka za nastavne sadržaje primjerice nastavnika, preko instrukcijskih dizajnera čija je uloga prilagodba klasičnih metoda poučavanja za novi medij uz uvažavanje svih njegovih prednosti i mana, do razvojnih stručnjaka različitih profila poput grafičkih dizajnera, stručnjaka za alate, programere itd. Pri tome, razvoj tehnologije i alata ide u smjeru pojednostavljivanja njihovog korištenja na način da oni postaju dostupni sve širem krugu ljudi koji sudjeluju u obrazovanju, bez obzira na informatičko predznanje (Matasić, Dumić, 2012, 144/145).

Jasno je kako suvremenu školu karakterizira otvorenost prema promjenama. Moguće je konstatirati kako je perspektiva u njezinu mijenjanju, razvijanju buduči da je tako moguće očuvanje njezinog identiteta i društveno-pedagoške funkcije. Potrebno je uočiti nužnost promjene stilova, oblika, načina, odnosa, smjerova, sadržaja, tehnika i karaktera procesa u školi. Otvorenost prema promjenama školi omogućava neprekidno inoviranje u čijoj je osnovi mišljenje, kreativnost, inovativnost, odgovornost (Pivac, 2009, 78). Pivac (2009) poentira kako se kurikulumskim pristupom, škola zapravo postupno transformira u kreativno-inovativnu organizaciju, oslobađajući se tradicionalnog ustroja. Tradicionalna fizionomija škole očituje se u predmetnoj razmrvljenosti, imitativno-reproduktivnim procesima te jednosmjernoj komunikaciji i sličnim pojavama. Upravo nabrojene pojave duboko ugrađene u fizionomiju škole, potrebno je u postupnom i složenom znanstveno-stručnom procesu transformirati u suvremenu organizaciju odgoja i obrazovanja, korespondentnu s društveno-civilizacijskim i znanstveno-tehnološkim dostignućima društva u nastajanju (Pivac, 2009, 103).

Interaktivna multimedijska učionica najjednostavniji je oblik virtualnog okružja u kojemu postoji potpuna interaktivnost. U takvu okružju potpuno se redefinira uloga i oblik udžbenika. Danas već svaki učenik ima svoje računalo i mogućnost da utječe na razvoj nastavnog sata. Stoga udžbenik mora biti interaktivan, a interaktivnost s razrednom računalnom mrežom, zaključuje Vejić, moguća je samo ako je udžbenik izveden u elektronskom obliku (Vejić, 2004, 104). Drugu veliku prednost elektroničkih udžbenika Pivac (2009) vidi u rasterećenju učenika (nepotrebnih obrazovnih sadržaja), što postaje aktualna zadaća u suvremenosti. Međutim, rasterećenje se ne može rješavati stereotipnim „mehaničkim reduciranjem“ programskih sadržaja (udžbeničkih i drugih) već je to složeniji konceptualni problem (teorijsko-metodološkog, sadržajnog, organizacijskog i metodičko-praktičnog karaktera) kojeg je potrebno sustavno rješavati u cjelokupnom sklopu mijenjanja tradicionalnog bića škole (Pivac, 2009, 119).

U Hrvatskoj je razvijena platforma koja u odnosu na razvijene platforme poput elektroničke knjižare, ima dodatne mogućnosti koje iziskuje nastavni proces, poput podcrtavanja teksta, izrade bilješki, pisanja domaćih zadaće, svega što se i inače radi u školama na papiru, a jasno je da se udžbenik može obogatiti i hiperlinkovima. Platforma je razvijena za tablete, poput *iPada* ili *Samsungovih tableta*, a osim tehnološke modernizacije, uporaba elektroničkih udžbenika dugoročno bi mogla i pojeftiniti školovanje djece. Dodatna prednost korištenja tableta i elektroničkih udžbenika u odnosu na klasične jest bitno rasterećenje školske torbe. Umjesto nekoliko kilograma teške školske torbe, učenik bi u školu nosio nekoliko stotina grama težak tablet u kojem bi, pak, bili svi udžbenici i ostali priručnici koje učenik mora koristiti.[44]

Kreativnost učenika u korištenju *iPoda*, Matasić i Dumić objašnjavaju, izdvajajući primjer škole u New Yorku i njihove dodatne nastave pod nazivom *Edukacijski video centar*. Naime, učenici se aktivno uključuju u svakodnevni život, odabirom tema koje su njima zanimljive. Radi se u manjim grupama što olakšava kolaborativno učenje i rad, te se na takav način učenici međusobno potiču na aktivnije sudjelovanje u nastavi. Nastavniku je omogućeno sustavno praćenje učeničkog kreativnog rada i provođenje kritičke analize. Učenici uče apstraktne pojmove redovitom korelacijom ključnih pojmova, iskustva i diskusije uz automatsko korištenje vizualnih, ispisanih i slušnih sadržaja za učenje i izražavanje. Podjela nastavnih sadržaja napravljenih u multimediji s učenicima u školi, te drugim školama, kako bi se unaprijedilo učenje i komunikacija. Obzirom da je u ovakvim oblicima učenja, jako izražena samostalnost, učenike se potiče na refleksiju i samoocjenjivanje tijekom cijelog nastavnog procesa. Bitno je naglasiti i prednosti koje imaju sami nastavnici upotrebom *iPoda* u nastavi, upravo iz razloga jer klasičnu učioničku nastavu unaprjeđuju i osvježavaju projektima baziranim na multimediji. Programski paket *iLife* (unutar kojeg se nalaze programi kao što su i*Movie, GarrageBand, iPhoto* i *iWeb*), koji se nalaze na *iPodu*, omogućava učeničku izradu i prenošenje naučenih nastavnih sadržaja.

Sposobnost učenja učenika uvjetovana je načinom na koji je predmet prikazan. Matasić i Dumić se pozivaju na istraživanja koja dokazuju kako jedna trećina učenika najbolje uči vizualno, četvrtina učenika su auditorni učenici, a drugi, njih oko 40 posto su fizički (*bodi-lykinesthetic*) učenici koji žele aktivno sudjelovanje u učenju (Matasić, Dumić, 2012, 148). Stoga su opravdani zaključci autora Sinković i Kaluđerčić kako će uvođenje elektroničkih udžbenika u nastavu povećati transparentnost predmeta, što će ujedno omogućiti izbjegavanje preklapanja gradiva među predmetima, odnosno nadoknađivanje propusta u znanju uvjetovanih lošom međusobnom povezanošću predmeta. Moguće je pretpostavljati kako

[44] Početkom školske godine 2013./2014. s dva je velika nakladnika dogovorena suradnja i implementacija besplatnih digitalnih udžbenika za četvrti, peti i šesti razred u devet pilot osnovnih škola koje su sudionice *CARNetova* projekta *Škole 2.0.* Riječ je o prvim digitalnim udžbenicima, zasad samo u pdf formatu. Obzirom da ovakvi pothvati iziskuju i velike financijske troškove, neka su razmišljanja, poput prof. dr Mornara, da se tableti za elektroničke udžbenike nabavljaju modelom pretplate, odnosno da se roditeljima omogući otplata uređaja i digitalnih udžbenika u nekoliko rata, pa i u nekoliko godina. Ti bi troškovi bili svakako manji od današnjih cijena udžbeničkih kompleta, koje se kreću oko 1200 kuna godišnje.
Izvor: http://www.novilist.hr/Vijesti/Hrvatska/E-udzbenik-pojeftinjuje-udzbenike-i-olaksava-torbu [15.04.2014.]
http://m.slobodnadalmacija.hr/Novosti/Najnovije/tabid/296/articleType/ArticleView/articleId/222606/Default.aspx [15.04.2014.]

će izloženo rezultirati povećanom kvalitetom nastavnih programa, odnosno cjelokupnog procesa učenja (Sinković, Kaluđerčić, 2006, 112).

6. Zaključak

Vidljivo je kako razvitak informacijskih i komunikacijskih tehnologija dovodi u pitanje ranije prepoznatljiva i razumljiva nastavna sredstva i pomagala u nastavnim, odnosno obrazovnim procesima. Stoga se elektronička knjiga izdvaja kao primjer novih mogućnosti unapređenja obrazovnih procesa, s posebnim naglaskom na veću dostupnost izvora znanja korisnicima elektroničkih knjiga u odnosu na korisnike tiskanih knjiga. Kako Mijatović navodi „(...) u početku bijaše riječ, nakon toga pismo, a potom tisak, elektronički mediji, multimedijski sklopovi koji su dostupni *on-line* ili *off-line*, na disketi, disku ili DVD nosaču za stvarno i/ili virtualno učenje“ (Mijatović, 2004, 12). Mijatović (2004) zaključuje kako su se udžbenici uzročno-posljedično mijenjali uz promjene nastavnih programa, shvaćanja znanja i njegove vrijednosti, položaja učenika u procesu kao i društvene vrijednosti obrazovanja uz stalno povećanje aktivnog znanja.

Problematika leži u tome što škole nisu organizirane kao cjelovit organizacijski sustav, odnosno nastava u njima nije organizirana kao cjelovit spoznajni sustav. Naime, postavlja se pitanje povratne informacije? Primjerice, nakon održanog sata (kao podsustava u sustavu) učenici ne znaju na čemu su, nastavnik ne zna što su učenici zapamtili, naučili, a što nisu pošto nema sliku znanja svojih učenika. Time nije u mogućnosti da dobre rezultate rada afirmira, a negativne posljedice korigira. Upravo informatizacija znači povratnu točku u efikasnoj organizaciji ukupne pedagoške djelatnosti u školi. Navedeno znači racionalnije trošenje energije svih faktora nastavnog rada, proširenje izvora obrazovanja i brže efikasnije dolaženje do odgovarajućih informacija. Informatizacija znači narušavanje dosadašnje statičnosti škole, koja je po prirodi konzervativna institucija. Time informatizacija predstavlja veoma važan društveni i ekonomski zadatak. Riječ je o osposobljenosti učenika u služenju svim mogućim resursima, a prije svega informacijom. Dakle, zahtijeva se računalna pismenost kako učenika, tako i nastavnika. Modernizacija nastavnog procesa primjenom informacijske tehnologije ostvaruje se preko nastavnika kao organizatora pedagoškog rada u školi. Stoga Nadrljanski poentira kako se društvo ne bi smjelo indiferentno odnosit prema informatizaciji škola jer se preko škola stječu neophodna znanja budućih generacija kao nositelja različitih proizvodnih uloga. Buduća proizvodnja i društvena organizacija života je nezamisliva bez vrhunske tehnologije (Nadrljanski, 2006, 265).

Dakle, analize odnosa informacijske tehnologije i škole pokazuju da se bitno mijenja uloga školske nastave u životu novih generacija. Umjesto učenja u školskim prostorima, danas se učenje može događati bilo kada i bilo gdje. Učenje na daljinu preuzima dominaciju u ostvarivanju mnogih obrazovnih i odgojnih ciljeva. Matijevića (2009) zabrinjava što se u školi za ostvarivanje školskih ciljeva, niti u približno dovoljnoj mjeri, ne koriste prema mogućnostima i potrebama škole internet, osobna računala, multimedija i mobilni telefoni. Ti mediji znatno mogu doprinijeti ostvarivanju ideje o nastavi orijentiranoj na učenike. Stoga se u radu i spominje važnost multimedijske didaktike koja bi trebala sustavno proučavati događaje u školi i nastavnom procesu uvjetovane pojavom novih medija.

Temeljna je ideja u tome da kurikulum i najlošijem nastavniku daje mogućnost da izvodi nominalno solidnu, kvalitetnu nastavu, a kvalitetnim nastavnicima ostavlja široko polje autonomnog djelovanja u pogledu organizacije, metoda rada a djelomice i samog sadržaja. Postavljene zadaće i standard znanja moraju biti ostvareni na utvrđenoj razini, a način ostvarivanja postavljenih zadaća i standarda mora osigurati kreativnim nastavnicima punu autonomiju u spomenutim aspektima uključujući i pravo na vlastiti izbor udžbenika. U tome su brojne suprotnosti, zaključuje Mijatović (2004), naše udžbeničke stvarnosti i produkcije, pa i djelomično nezadovoljstvo nastavnika što imaju na izbor više udžbenika i što se proizvodnja udžbenika drži pod strogom kontrolom države. Umjesto da kontrolira i odobrava tiskanje udžbenika, država treba angažirati nezavisne i stručne institucije koje plača za istraživanje kvalitete udžbenika i njihovo ocjenjivanje: razina učinkovitosti i kvalitete, inovativnost i opremljenost kao i ako su učenicima atraktivniji, jednostavniji i prikladniji (Mijatović, 2004, 13).

Unatoč određenim poteškoćama koje su prisutne u nakladničkoj industriji elektroničkih knjiga, one zauzimaju sve veći udio u tržištu knjiga u svijetu te bilježe veliki porast u prodaji. U Hrvatskoj je, međutim, elektroničko nakladništvo i tržište elektroničke knjige još uvijek u začecima. Stoga je cilj rada bio osvijestiti prednosti korištenja elektroničke knjige kao neizbježne pojave novih tehnologija, kako bi se potakla obrazovna istraživanja i njezine eksperimentalne uporabe, a posljedično i hrvatsko izdavaštvo koje bi time povećalo objavu elektroničkih knjiga domaćih autora.

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APPLYING THE THEORY OF REASONED ACTION IN THE ANALYSIS OF INTERNET USAGE AMONG THE STUDENTS FOR EDUCATIONAL PURPOSES

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Abstract
The main objective of the study was to design a questionnaires that cover aspects of using the Internet at students for educational purposes: attitudes, subjective norms, perceived control, the desire to change the behavior and insight into the current use of the Internet. A convenient sample of 32 female and 23 male students from six Croatian cities is examined. All five questionnaires showed medium to high satisfactory reliability. In analyzing the differences, it is showed that male students achieve significantly higher scores in perceived control during using the internet, compared to female students . Students from Biograd achieved the highest average score in current internet use for the purposes of learning, while the lowest means are found in Zagreb. No differences in the aspects of using the Internet are found in relation to students': age group, year of study, or to the environment of the students come from. Variable *Using the internet now for the purposes of learning* can be significantly good forecasted, based on two predictors: *Subjective norm of using the internet* and *Wish to change the behavior in the use of the Internet*.

Keywords : Internet, component analysis, reliability, appropriateness

Uvod

Korištenje interneta u obrazovne svrhe ovisi o odnosu stavova studenata prema internetu, ali i ustaljenih stavova te spoznaja o mogućnostima njegova korištenja, iz čega proizlazi i namjera i konkretno ponašanje. U ovom članku konstruiran je upitnik, utemeljen na konceptu teorije razložne akcije (odnosno njene inovirane verzije – teorije planiranog ponašanja) u istraživanju ove problematike, primijenjen na uzroku hrvatskih studenata.

Korištenje interneta u nastavnom procesu

Internet pruža mogućnost dobivanja golemog broja informacija i izvora znanja općenito i to velikom brzinom. Može se doći do informacija o gotovo svim mogućim temama (članke iz novina, citate književnih i znanstvenih djela, slušanje glazbe, izvornih govornika u razgovoru, dramama i drugim govornim oblicima, vidjeti slike i fotografije (Dudeney, 2001). Suvremena nastava ne može se zamisliti bez nastavnih pomagala koja uključuju i računala s pristupom internetu, što osobito vrijedi za nastavu stranih jezika. Stoga računalo među svim pomagalima drži prvo mjesto po popularnosti i medu nastavnicima i medu studentima. Preporučuje se da nastavnik provede barem jedan semestar koristeći internet u svom radu, kao izvor potrebnih nastavnih materijala i kao sredstvo za vlastiti razvoj (Teeler & Gray, 2000), prije nego što ga počne koristiti u radu sa studentima. I među studentima zapravo većina njih svakodnevno koristi Internet pa imaju dovoljno iskustva i znanja pomoći nastavniku i kolegama koji su manje iskusni u (konstruktivnom) radu s internetom (Teeler & Gray, 2000). Međutim,

motivacija koja se temelji samo na korištenju novog medija najčešće nije trajna (Windeat et aI, 2000). Studenti se svakako moraju uvjeriti da od interneta imaju konkretne koristi, ali njegovo korištenje se u svrhu nastavnog sredstva treba pažljivo planirati. Plan za svaku aktivnost treba sadržavati sljedeće komponente: razina znanja učenika, vrijeme trajanja aktivnosti, cilj/svrha aktivnosti, priprema aktivnosti, postupak/razrada faza aktivnosti, zadaci (u razredu, na internetu, kod kuće (Vrhovac, 2005). Nastavnik mora na Internetu pronaći odgovarajući nastavni materijal predviđen planom i najprije ga sam u cijelosti obraditi, što je preduvjet da bi ga bez problema mogao izvesti na nastavi (Vrhovac, 2005).

E-obrazovanje

Postoji cijeli niz definicija za e-učenja. Pojednostavljeno se može reći da je to učenje putem interneta uz pomoć multimedijalnih sjednica i puno interakcije, koje vodi polaznik tijekom predavanja (Palloff & Pratt, 1999). E-učenje je više od objavljivanja sadržaja kolegija iz određenog područja na internetu. Ono nastoji izbjeći određene nedostatke klasičnih predavanja, kao što je nedovoljna dostupnost podataka potrebnih za uspješnije učenje, loše izrađene prezentacije ili slično. Programi e-učenja mogu se prilagoditi različitim osobnim karakteristikama, ali uglavnom u različitim dobnim skupinama polaznika. Ove vrste programa mogu se organizirati za razne dobne skupine: učenike u osnovnim i srednjim školama, studente na fakultetima, ali i za odrasle polaznike koji su stekli nova znanja zbog profesionalne edukacije ili osobnih interesa. E-učenje može pomoći sudionicima da shvate važnost učenja i cjeloživotnog obrazovanja, ili zbog osobnih interesa ili zbog napredovanja u karijeri (Palloff & Pratt, 1999; Benjamin Franklin Institute of Global Education, 2001). Proces e-učenja počinje prijavom polaznika na internetu, pristupom mrežnim stranicama na kojima se nalazi obrazovni sadržaj, gdje se nalaze osnovne informacije o samom programu, oglasne ploče, nastavni materijali, rasporedi, zadaci i neki drugi alati. Na linkovima koji se odnose na osnovne podatke, korisnik može pronaći razne informacije o svrsi programa, predavaču, ocjenama, kriterijima i procijenjenom vremenu potrebnom za dovršenje zadataka, i slično. U sklopu jedinice koja se odnosi na nastavne materijale, korisnik ima dostupne materijale u obliku dokumenata, animacija, linkova na druge web stranice na kojoj studenti mogu pronaći dodatne informacije vezane uz temu. Na oglasnoj ploči mogu se objaviti rezultati ispita i kriteriji ocjenjivanja, poruke studenata i niz drugih najava. Osim toga, jedna link se odnosi se na zadatke za sudionike, probni ispiti, s rokom ili bez roka ispunjenja (Barker, 2002_a, 2002_b). Da bi sustav za učenje putem Interneta uspješno funkcionirao, treba biti omogućeno sljedeće: komunikacija među vršnjacima u obrazovnom procesu putem računala; prezentacija i svladavanje obrazovnog sadržaja u određenom slijedu; upravljanje učenjem koje se odnosi na različite administrativne podatke o studentima kao i obrazovnih sadržaja; ispiti putem raznih testova i kvizova za mogućnost samoocjenjivanja; arhiviranje sadržaja učenja na web poslužitelju (Robson, 1999; Carnevale, 2002). Osnovni uvjet za ovu vrstu obrazovnog procesa je dostupnost računala s internetskim priključkom, kao i postojanje predstavljanja svih obrazovnih sadržaja na mreži. U tu svrhu najčešće se koriste tzv. „courseware“ alati koji omogućuju ispunjenje svih zahtjeva povezanih sa sustavom učenja putem interneta. Također, korisnici ne moraju imati visoko stručnu razinu informatičke pismenosti.

Kad je u pitanju stav učenika prema e-učenju, rezultati različitih istraživanja pokazuju niz prednosti e-učenja: 69 % studenata koji su učili putem interneta, kažu da je ovaj tip učenja puno prikladniji od klasičnih predavanja, posebno zbog svoje fleksibilnosti; nadalje, studenti procjenjuju iskustvo e-učenja pozitivnim, i preporučuju ga i drugim studentima (Hiltz, 1998). Studenti percipiraju da su e-učenjem stekli veću pozornost profesora nego u klasičnim predavanjima (Hiltz , 1998). Više od 50 % sudionika "učenja putem interneta", izjavilo je da je njihova motivacija bila pod jakim utjecajem spoznaje da će ostali sudionici čitati, pa čak i ocjenjivati njihove zadatke.

Studenti vjeruju da je važan negativni aspekt "učenja putem Interneta" nedostatak neposredne komunikacije , što je vrlo važno u obrazovnom procesu (Valenta i sur., 2001). Štoviše, studenti koji nisu u cijelosti, ili su nedovoljno upoznati s uporabom tehnologije, pokazuju negativan stav prema e-učenju, u odnosu na one koji su računalno i internetski pismeni. Učenje putem Interneta traži od studenata ne samo sposobnost učenja predstavljenog materijala, već i uspješna primjena različitih računalnih programa neophodnih za uključivanje u obrazovni proces (Valenta i sur., 2001). Međutim, e-učenje zahtijeva od svakog sudionika u odgojno-obrazovnom procesu da posjeduje računalo s pristupom internetu, gdje su diskriminirani oni učenici koji nemaju stalan pristup internetu (Valenta i sur., 2001). Tijekom odgojno-obrazovnog procesa , koji se održava preko interneta, niz tehničkih poteškoća često može dovesti do pauza (npr. loše internet veze, iznenada nastale obveze i sl.) , što bi moglo dovesti do frustracija (Hiltz, 1998).

U hrvatskom istraživanju navika studenata vezane uz rad na računalu i prethodnog iskustva s e-učenjem, pokazalo se da većina studenata (dvije trećine ukupnog broja) posjeduje osnovnu korisničku razinu poznavanja rada na računalu, dok preostali (trećina ispitanika) koristi računalo na naprednoj razini (Sindik i sur., 2008). Također, dvije trećine studenata imalo je prethodno iskustvo s e-učenjem. Nisu utvrđene razlike u stavovima prema e-učenju u odnosu na spol studenata, ali su statistički značajne razlike u stavovima pronađene u odnosu na vrstu studija, prethodno iskustvo s e-učenjem te razinom vještine korištenja računala. Kompetentnije korištenje računala i prethodno iskustvo s e-učenjem rezultirali su pozitivnijim stavom prema e-učenju, dok studenti medija i kulture društva posjeduju značajno manje pozitivne stavove prema e-learningu, u usporedbi sa studentima ekonomije i akvakulture u Dubrovniku (Sindik i sur., 2008). U ovom istraživanju kao teorijski okvir za istraživanje navika korištenja interneta koristilo se teoriju razložne akcije, odnosno njenu inoviranu verziju teoriju planiranog ponašanja.

Teorija razložne akcije

Teorija razložne akcije (TRA, Ajzen, 1985) te njena novija verzija teorija planiranog ponašanja (TPP, Ajzen,1991), podrazumijevaju da namjera neposredno prethodi svakoj planiranoj akciji, predstavljajući motivacijsku kontrolu planiranog ponašanja. Najbitniji formativni elementi namjere su stav (vjerovanja) prema ponašanju, subjektivna norma (normativna vjerovanja) i opažena kontrola nad ponašanjem. Opaženu kontrolu tvore dva tipa vjerovanja o kontroli ponašanja: vjerovanja o samoefikasnosti u pogledu izvođenja ponašanja (Bandura, 1997) i vjerovanja o mogućnosti kontrole ponašanja (Ajzen, 2002). Stav i norma utječu na ponašanje putem namjere, dok samoefikasnost i mogućnosti kontrole utječu na ponašanje direktno i putem namjere (Ajzen, 2002).

Kad se teorija planiranog ponašanja (TPB) primijeni na korištenje interneta u obrazovne svrhe, slijedi da intenzitet korištenja direktno ovisi o intenzitetu namjere osobe da se angažira u korištenju interneta u obrazovne svrhe i opažene kontrole nad procesom korištenja. U onoj mjeri u kojoj su ljudi realistični u svojoj prosudbi o vladanju internetom i mogućnostima kontroliranja korištenja interneta u obrazovne svrhe, mjera opažene kontrole može služiti i kao aproksimativna mjera stvarne kontrole koju student ima nad korištenjem interneta za obrazovanje. Odatle, stav prema korištenju interneta za obrazovanje i subjektivna norma utječu na korištenje indirektno putem namjere, dok opažena kontrola nad procesom korištenja interneta utječe na intenzitet korištenja ne samo putem namjere, već i direktno. Navedeno možemo pokazati formulom (Ajzen, 2002):

$$BI=(W_1)AB[(b)+(e)]+(W_2)SN[(n)+(m)]+(W_3)PBC[(c)+(p)]$$

BI: Namjera ponašanja
AB: Stav prema ponašanju
(b): Snaga svakog vjerovanja
(e): Vrednovanje ishoda ili atributa
SN: Subjektivne norme
(n): Snaga svakog normativnog uvjerenja
(m): Motivacija u skladu s referenta
PBC: Percepcija kontrole ponašanja
(c): Snaga kontrole svakog uvjerenja
(p): Percipirana mogućnost kontrole
W: Empirijski izvedena težina / koeficijent

Glavni **cilj** ovog istraživanja bila je konstrukcija upitnika koji pokrivaju aspekte korištenja interneta kod studenata u obrazovne svrhe: stavova, subjektivnih normi, percipirane kontrole, želje promjene ponašanja te uvida u aktualno korištenje interneta. Potom su utvrđene razlike u svim varijablama korištenja interneta u obrazovne svrhe prema modelu TPB, u odnosu na rod studenata, godinu studiranja, dobnu grupu, te za sredinu iz koje studenti potječu. Konačno, utvrđene su povezanosti između svih varijabli korištenja interneta u obrazovne svrhe prema modelu TPB, te prognozirana varijabla *Korištenje interneta sada u svrhe učenja* na temelju ostalih varijabli korištenja interneta u obrazovne svrhe prema modelu TPB.

Metode

Sudionici

Usporedno istraživanje provedeno je na prigodnom uzorku od 54 sudionika/ca (21 studenta i 33 studentice iz različitih hrvatskih gradova. Po dobnim grupama, broj sudionika bio je sljedeći: 15-18 godina (N=6), 19-25 godina (N=42), više od 26 godina (N=5). SPOL (Ž=32, M=23). U odnosu na godinu studija, najviše je sudionika/ca bilo s druge godine studija (N=25), potom s treće godine studija (N=24), po dvoje s prve, četvrte i pete godine studija. Po gradovima, ispitan je sljedeći broj sudionika/ca: Zagreb (N=14), Zadar (N=9), Šibenik (N=15), Biograd (N=7) te Zaprešić (N=10). Iz gradske sredine bilo je 40 studenata/tica, a po 8 iz prigradske, odnosno 7 iz ruralne sredine. Za prikupljanje podataka korištena je metoda anketiranja, tijekom nastave (vježbi) na pripadnim fakultetima tijekom ljeta 2012. godine. Jedinice istraživanja bili su gradovi te organizacije (fakulteti).

Statističke analize

Analiza podataka provedena je primjenom statističkog paketa SPSS 11. Za utvrđivanje razlika između dvije skupine sudionik(c)a, koristilo se Mann Whitney U test, a za više skupina sudionik(c)a Kruskal-Wallisov test, dakle neparametrijske metode. Značajnost razlika komentirana je na razini vjerojatnosti $p<0,05$. U analizama povezanosti, korištene su Spearmanove rang-korelacije, a u prognozi višestruka linearna regresijska analiza. U postupku određivanja pouzdanosti i valjanosti svih upitnika u sklopu TPB modela, koristili smo metodu glavnih komponenti (PCA), uz primjenu kriterija Scree Plot te Guttman-Kaiserova kriterija (karakteristični korijen veći od 1). Rezultati u ekstrahiranim glavnim komponentama pojedinih upitnika izraženi su u regresijskim faktorskim bodovima, i kao takvi korišteni u daljnjim analizama (razlike, povezanosti, regresije). Pouzdanost tipa interne konzistencije u oba upitnika određena je Cronbach alfa-koeficijentom.

Rezultati

U analizi podataka, ponajprije su utvrđene metrijske karakteristike tematski prilagođenih upitnika, inicijalno korištenih u turističkom marketingu (Elkwash, 2009).

Kaiser-Meyer-Olkinove mjere pogodnosti uzorka varijabli za faktorizaciju, kao i Bartlettov test sfericiteta, pokazali su da su matrice interkorelacija pogodna za faktorizaciju, u svih pet upitnika (tablice 1-5).

Tablica 1. Komponentna struktura i pouzdanost upitnika Stavovi prema internetu

Varijable	Stavovi prema internetu	Komunalitet
obavljati poslove putem Interneta dobra ideja	0,881	0,777
obavljati poslove putem Interneta pametna ideja	0,882	0,778
obavljati poslove putem Interneta idealan način	0,869	0,756
korištenje Interneta za moje potrebe ugodno	0,759	0,576
moja interakcija s Internetom jasna i razumljiva	0,778	0,606
Internet fleksibilan za interakciju s ljudima	0,701	0,492
KMO mjera adekvantosti uzorka	0,827	
Bartlettov test sfericiteta	206,805	p<0,001
Pouzdanost (Cronbachov alfa)	0,895	
Karakteristični korijen / objašnjena varijanca	3,99	66,42 %

Za upitnik *Stavovi prema internetu* (tablica 1), dobivena je jedna glavna komponenta, koja je pokazala visoku i stoga zadovoljavajuću pouzdanost te tumači preko 66 % ukupne varijance. Na temelju sadržaja tvrdnji koje saturiraju glavnu komponentu, komponenta je nazvana *Stavovi prema internetu*.

Tablica 2. Komponentna struktura i pouzdanost upitnika Želja promjene ponašanja u korištenju interneta

Varijable	**Želja promjene ponašanja u korištenju interneta**	**Komunalitet**
Mislim da bi bilo vrlo dobro koristiti Internet kao dodatak tradicionalnim metodama u mom radu (učenju).	0,748	0,559
Mislim da bi bilo vrlo poželjno koristiti Internet kao dodatak tradicionalnim metodama u mom radu (učenju).	0,857	0,734
Bilo bi puno bolje za mene koristiti Internet kao dodatak tradicionalnim metodama u mom radu (učenju).	0,770	0,592
Korištenje Interneta u mom radu (učenju) je dobra ideja.	0,679	0,461
Iznad svega, volim koristiti Internet u mom radu (učenju).	0,703	0,494
KMO mjera adekvatnosti uzorka	0,689	
Bartlettov test sfericiteta	96,891	p<0,001
Pouzdanost (Cronbachov alfa)	0,806	
Karakteristični korijen / objašnjena varijanca	2,84	56,80 %

Za upitnik *Želja promjene ponašanja u korištenju interneta* (tablica 2), dobivena je jedna glavna komponenta, koja je pokazala srednje visoku i relativno zadovoljavajuću pouzdanost te tumači preko 56 % ukupne varijance. Na temelju sadržaja tvrdnji koje saturiraju glavnu komponentu, komponenta je nazvana *Želja promjene ponašanja u korištenju interneta*.

Tablica 3. Komponentna struktura i pouzdanost upitnika Subjektivna norma korištenja interneta

Varijable	**Subjektivna norma korištenja interneta**	**Komunalitet**
Ljudi koji utječu na moje ponašanje će misliti da moram koristiti stvari putem Interneta.	0,807	0,651
Ljudi meni važni će misliti da moram koristiti stvari putem Interneta.	0,907	0,823
Moji kolege će misliti da moram raditi putem Interneta.	0,883	0,780
Moja obitelj će misliti da moram raditi putem Interneta.	0,787	0,620
Nalazim jednostavnijim koristiti Internet da dobijem informacije bitne za donošenje odluka.	0,500	0,250
KMO mjera adekvatnosti uzorka	0,803	
Bartlettov test sfericiteta	131,39	p<0,001
Pouzdanost (Cronbachov alfa)	0,831	
Karakteristični korijen / objašnjena varijanca	3,12	62,47 %

Za upitnik *Subjektivna norma korištenja interneta* (tablica 3), dobivena je jedna glavna komponenta, koja je pokazala visoku i stoga zadovoljavajuću pouzdanost te tumači preko 62 % ukupne varijance. Na temelju sadržaja tvrdnji koje saturiraju glavnu komponentu, komponenta je nazvana *Subjektivna norma korištenja interneta*.

Tablica 4. Komponentna struktura i pouzdanost upitnika Percipirana kontrola korištenja interneta

Varijable	Percipirana kontrola korištenja interneta	Extraction
Ako čujem za novu informacijsku tehnologiju, tražim načine da tu tehnologiju isprobam.	0,738	0,544
Među svojim vršnjacima, često sam prvi koji istražuje nove informacijske tehnologije.	0,831	0,690
Volim eksperimentirati s novim informacijskim tehnologijama	0,832	0,691
Bio bih sposoban sam raditi stvari putem Interneta, čak i ukoliko mi nitko iz mog okruženja to ne bi pokazao.	0,718	0,515
Osjećao bih se vrlo ugodno kad bih samostalno radio stvari putem Interneta	-	
Generalno sam neodlučan u isprobavanju nove informacijske tehnologije.	-	
KMO mjera adekvatnosti uzorka	0,773	
Bartlettov test sfericiteta	60,151	p<0,001
Pouzdanost (Cronbachov alfa)	0,787	
Karakteristični korijen / objašnjena varijanca	2,44	61,03%

Za upitnik *Percipirana kontrola korištenja interneta* (tablica 4), dobivena je jedna glavna komponenta, koja je pokazala relativno visoku i stoga zadovoljavajuću pouzdanost te tumači preko 61 % ukupne varijance. Na temelju sadržaja tvrdnji koje saturiraju glavnu komponentu, komponenta je nazvana *Percipirana kontrola korištenja interneta*.

Tablica 5. Komponentna struktura i pouzdanost upitnika Korištenje interneta sada u svrhe učenja

Varijable	Korištenje interneta sada u svrhe učenja	Komunalitet
Internet je danas istaknuta strategija	0,362	0,131
Internet je siguran.	0,614	0,376
Internet štedi novac i vrijeme	0,561	0,315
Internetske aplikacije podržavaju i unaprjeđuju poslovne procese.	0,722	0,522
Koliko možete mjesečno uštedjeti vezano uz rad (učenje) koristeći Internet ?	0,624	0,389
Koristim Internet u svrhu rada (učenja):	0,566	0,320
Koliko dana u tjednu koristite Internet ?	0,436	0,190
Koliko često mjesečno obavite različitih transakcija vezanih uz posao (učenje) mjesečno?	0,597	0,356
KMO mjera adekvatnosti uzorka	0,600	
Bartlettov test sfericiteta (df=15)	79,591	p<0,001
Pouzdanost (Cronbachov alfa)	0,687	
Karakteristični korijen / objašnjena varijanca	2,12	32,49 %

Za upitnik *Korištenje interneta sada u svrhe učenja* (tablica 5), dobivena je jedna glavna komponenta, koja je pokazala srednje visoku ali zadovoljavajuću pouzdanost te tumači samo oko 32 % ukupne varijance. Na temelju sadržaja tvrdnji koje saturiraju glavnu komponentu, komponenta je nazvana *Korištenje interneta sada u svrhe učenja*.

Analize razlika

Tablica 6. Rodne razlike u aspektima korištenja interneta (dimenzije upitnika)

Varijable	Rod	Aritmet. sredina	Std. raspršenje	Mann-Whitney U	Značajnost (p)
Stavovi prema internetu	ženski	-0,224	1,055	235	p>0,10
	muški	0,301	0,883		
Subjektivna norma korištenja interneta	ženski	-0,100	1,031	326,5	p>0,20
	muški	0,144	0,982		
Percipirana kontrola korištenja interneta	ženski	-0,312	0,973	**197,5****	**p<0,05**

Želja promjene ponašanja u korištenju interneta	muški	0,395	0,945	301,5	p>0,20
	ženski	-0,069	0,974		
Korištenje interneta sada u svrhe učenja	muški	0,071	1,046	316	p>0,20
	ženski	-0,114	0,910		
	muški	-0,001	1,032		

Rodne razlike u aspektima korištenja interneta analizirane su na razini cjelokupnog uzorka (tablica 6). Pokazalo se da muškarci postižu statistički značajno više rezultate u Percipiranoj kontroli korištenja interneta, u odnosu na žene. U ostalim varijablama aspekata korištenja interneta nismo pronašli statistički značajne rodne razlike.

Tablica 7. Razlike u aspektima korištenja interneta (dimenzije upitnika) u odnosu na grad studiranja

Varijable	Grad	Aritmet. sredina	Std. raspršenje	Kruskal Wallis test (df=5)	Značajnost (p)
Stavovi prema internetu	zagreb	-0,332	0,945	6,844	p>0,20
	zadar	0,182	1,008		
	šibenik	0,244	0,884		
	biograd	0,559	0,154		
	zaprešić	-0,529	1,252		
Subjektivna norma korištenja interneta	zagreb	-0,204	0,836	8,713	p>0,10
	zadar	0,235	1,058		
	šibenik	-0,165	1,118		
	biograd	0,801	0,750		
	zaprešić	-0,145	1,049		
Percipirana kontrola korištenja interneta	zagreb	-0,316	1,108	4,690	p>0,20
	zadar	-0,070	1,121		
	šibenik	0,087	0,977		
	biograd	0,287	0,489		
	zaprešić	0,246	1,080		
Želja promjene ponašanja u korištenju interneta	zagreb	-0,307	0,940	7,709	p>0,10
	zadar	-0,241	1,053		
	šibenik	0,297	0,733		
	biograd	0,595	0,785		
	zaprešić	-0,268	1,292		
Korištenje interneta sada u svrhe učenja	zagreb	-0,387	0,845	**13,895***	**p<0,05**
	zadar	-0,067	1,210		
	šibenik	-0,116	0,822		
	biograd	1,472	0,410		
	zaprešić	-0,107	0,847		

Razlike u aspektima korištenja interneta u odnosu na grad studiranja analizirane su na razini cjelokupnog uzorka (tablica 6). Pokazalo se da studenti iz Biograda postižu najviše prosječne rezultate u *Korištenju interneta sada u svrhe učenja*, u odnosu na Zagreb (najniži prosječni rezultat): drugim riječima, jedina statistički značajna razlika u odnosu na grad studiranja pronađena je za varijablu *Korištenje interneta sada u svrhe učenja.* U ostalim varijablama aspekata korištenja interneta nismo pronašli statistički značajne razlike za nezavisnu varijablu grad studiranja.

Niti jedna razlika u aspektima korištenja interneta u odnosu na sredinu iz koje studenti(ce) potječu (gradska, prigradska, ruralna) nije se pokazala statistički značajnom (p>0,30). Nadalje, niti jedna razlika u aspektima korištenja interneta u odnosu na godinu studija nije se pokazala statistički značajnom (p>0,30). Također, niti jedna razlika u aspektima korištenja interneta nije pronađena niti u odnosu na dobnu skupinu studenata(ca) (p>0,10).

Povezanosti i višestruka prognoza

Na kraju je utvrđena povezanost između svih varijabli vezanih uz korištenje interneta u sklopu predloženog modela, kao i mogućnost prognoze varijable *Korištenje interneta sada u obrazovne svrhe* na temelju ostalih varijabli.

Tablica 8. Povezanost između varijabli vezanih uz korištenje interneta u sklopu predloženog modela

Varijable	Stavovi prema internetu	Subjektivna norma korištenja interneta	Percipirana kontrola korištenja interneta	Želja promjene ponašanja u korištenju interneta	Korištenje interneta sada u svrhe učenja
Stavovi prema	1,000	,315*	,392**	,498**	,455**

internetu				
Subjektivna norma korištenja interneta	1,000	,218	,147	,465**
Percipirana kontrola korištenja interneta		1,000	,211	,353**
Želja promjene ponašanja u korištenju interneta			1,000	,422**
Korištenje interneta sada u svrhe učenja				1,000

* p<0,05; **p<0,01

Od 10 mogućih povezanosti između varijabli vezanih uz korištenje interneta u sklopu predloženog modela TPB, statistički značajnih bilo je čak 7, koje su vrlo niske do srednje veličine i pozitivnog smjera. *Stavovi prema internetu* i *Korištenje interneta sada u obrazovne svrhe* statistički značajno su povezane sa svim varijablama (tablica 8).

Tablica 9. Prognoza varijable *Korištenje interneta sada u obrazovne svrhe* na temelju ostalih varijabli vezanih uz korištenje interneta u sklopu predloženog modela

Prediktori	Beta	t-test	p (t)
Stavovi prema internetu	-,071	-,429	,670
Subjektivna norma korištenja interneta	**,388**	**3,054**	**,004**
Percipirana kontrola korištenja interneta	,193	1,461	,151
Želja promjene ponašanja u korištenju interneta	**,388**	**2,768**	**,008**
Kriterij – Korištenje interneta sada u svrhe učenja	$R=0,631$; $R^2=0,346$ $F(4, 46)=7,599$; $p<0,00$		

Prognoza varijable *Korištenje interneta sada u obrazovne svrhe* na temelju ostalih varijabli vezanih uz korištenje interneta u sklopu predloženog modela je statistički značajno moguće, i to prvenstveno na temelju statistički značajnih prediktora: *Subjektivna norma korištenja interneta* te *Želja promjene ponašanja u korištenju interneta* (tablica 9).

Rasprava

Glavni nalaz istraživanja ukazuje na činjenicu da su pozitivni stavovi prema vjerodostojnosti interneta općenito, a u sklopu ostalih koncepata TPB, mogu odlično prognozirati ponašanje pojedinca u smislu želje i aktualnog korištenja interneta u obrazovne svrhe. Svih pet novokonstruiranih (prilagođenih) upitnika pokazalo je odličnu konstruktnu valjanost te srednje do visoko zadovoljavajuću pouzdanost. Pouzdanosti dobivene u ovom istraživanju po upitnicima i s usporedivim istraživanjem o korištenju interneta u turizmu (Elkwash, 2009), iznosile su: *Stavovi prema internetu* (α_1=0,895 za ovo istraživanje / α_2=0,909 za istraživanje o korištenju interneta u turizmu), *Subjektivna norma korištenja interneta* (α_1=0,806 / α_2=0,817), *Percipirana kontrola korištenja interneta* (α_1=0,831 / α_2=0,891), *Želja promjene ponašanja u korištenju interneta* (α_1=0,787 / α_2=0,922) te *Korištenje interneta sada u svrhe učenja* (α_1=0,687 / α_2=0,938). Premda su pouzdanosti upitnika u komparabilnom istraživanju nešto viših vrijednosti, takva pouzdanost može biti posljedica dvostruko većeg broja ispitanika u istraživanju o korištenju interneta u turizmu. S druge strane, u oba istraživanja pouzdanosti upitnika su srednje do vrlo visoke. Jedinstvene glavne komponente upitnika u ovom istraživanju tumače od 32 % do 66 % ukupne varijance, dok u komparabilnom istraživanju (Elkwash, 2009) autor nije utvrđivao konstruktnu valjanost, pa u ovom slučaju nema standarda za usporedbu.

Podaci prognoziranja *Korištenje interneta sada u svrhe učenja* su zapravo istovjetni kao i u komparabilnom istraživanju, s tim što su vrijednosti korelacija preostalih varijabli s *Korištenjem interneta sada u svrhe učenja* / *turizma* nešto viših vrijednosti u istraživanju o korištenju interneta u turizmu (Elkwash, 2009). Međutim, i u ovom slučaju vjerojatno je da se razlike mogu pripisati stabilnijim korelacijama u većem uzorku sudionika (internet u turizmu). S druge strane, nije isključena niti mogućnost da sudionici imaju nedvosmislenije relacije između komponenti TPB u slučaju korištenja interneta u svrhu turizma, u odnosu na korištenje interneta u obrazovne svrhe.

U analizi razlika, pokazalo se da studenti postižu statistički značajno više rezultate u *Percipiranoj kontroli korištenja interneta*, u odnosu na studentice. Studenti iz Biograda postižu najviše prosječne rezultate u *Korištenju interneta sada u svrhe učenja*, a Zagreb najniže. Niti jedna razlika u aspektima korištenja interneta nije statistički značajna niti za dobnu grupu, ni za godinu studija, niti za sredinu iz koje studenti potječu. Iz ovih se rezultata može zaključiti da je broj razlika u odnosu na odabrane nezavisne varijable vrlo mali, a suviše bi spekulativno bilo ulaziti u tumačenja razloga ove dvije pojedinačne statistički značajne razlike.

Među **prednostima** istraživanja, trebalo bi svakako istaknuti činjenicu da je primjena modela kao što su TRA ili TPB (Ajzen, 1985, 1991, 2002) na sustavan način pristupa problematici uvođenja potrebnih promjena u ponašanju pojedinaca, kada te promjene ponašanja znače ozbiljnije odstupanje od ustaljenih navika. Primjerice, u svakodnevnom životu ljudi nerijetko žele

promijeniti vlastita ponašanja, zbog unaprjeđenja zdravlja i sličnih razloga, ali im nezdrave navike u tome ometaju. utjecajem na sve komponente koje nudi model TPB povećava se vjerojatnost da će se poželjne promjene ponašanja i održati, u ovom slučaju, lakšeg i bržeg učenja putem interneta.

Nedostaci istraživanja sastoje se u činjenici da bi rezultati mogli biti posljedica specifičnog uzorka, premalog broja ispitanika u istraživanju, ali i socijalno poželjnog odgovaranja na pitanja iz upitnika. Socijalno poželjni odgovori, bez obzira na anonimnost i znanstvenu svrhu istraživanja, mogu direktno odražavati realnu samopercepciju ispitanika (neki ljudi jednostavno sebe percipiraju u okvirima društveno poželjnih obrazaca.

U **budućim istraživanjima** trebalo bi ponajprije odabrati slučajan i što veći uzorak sudionika, ali se i usmjeriti na traženje drugih varijabli koje pridonose korištenju interneta u svrhu obrazovanja, a koje ovim istraživanjem nisu bile obuhvaćene. Primjena drugih vrsta modela promjene ponašanja, kao što je model zdravstvenog vjerovanja, može biti pogodna. Primjerice, model zdravstvenog vjerovanja primijenjen je u analizi stavova prema pitanjima vezanim uz vodu (Sindik i Araya, 2013)

Potencijalna praktična primjena rezultata očituje se u planskom stimuliranju promocije korištenja interneta u obrazovne svrhe upravo u onim elementima TPB kod kojih određena ciljana skupina ne pokazuje adekvatan stupanj kompetencije, kao npr. u ovom istraživanju studentice u *Percipiranoj kontroli korištenja interneta*.

Zaključak

Uspješno je konstruirano svih pet upitnika, koji opisuju glavne varijable korištenja interneta u obrazovne svrhe, u sklopu predloženog modela TPB. Upitnici su pokazali srednje do visoko zadovoljavajuću pouzdanost, a jedinstvene glavne komponente svakog od upitnika tumače od 32 % do 66 % ukupne varijance. U pogledu razlika u odnosu na nekolicinu nezavisnih varijabli, mali broj statistički značajnih razlika je pronađem. Pokazalo se da studenti postižu statistički značajno više rezultate u *Percipiranoj kontroli korištenja interneta*, u odnosu na studentice. Studenti iz Biograda postižu najviše prosječne rezultate u *Korištenju interneta sada u svrhe učenja*, a Zagreb najniže. Niti jedna razlika u aspektima korištenja interneta nije statistički značajna niti za dobnu grupu, ni za godinu studija, niti za sredinu iz koje studenti potječu. U pogledu korelacija, varijabla *Korištenje interneta sada u svrhe učenja* povezana je pozitivno sa svim preostalim varijablama istraživanja. *Korištenje interneta sada u svrhe učenja* može se statistički značajno dobro prognozirati na temelju dva prediktora: *Subjektivna norma korištenja interneta* te *Želja promjene ponašanja u korištenju interneta*.

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E-CLASS REGISTER: ATTITUDES OF THE SECONDARY SCHOOL PROFESSORS AT THE HERZEGOVINA AREA

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Abstract
This paper presents the results of the research of the attitudes about electronic - e-class Register conducted among the professors of secondary school at the Herzegovina area. The concept of e-class Register is known and implemented in neighbouring countries and in some parts of Bosnia and Herzegovina, but still not present in Herzegovina. On one hand, this research was designed to comprehend the willingness of the professors as well as their motivation and readiness to replace the traditional class Register with the electronic one. On the other hand it reveals their opinions about the benefits and possible drawbacks of e-class Register implementation in the teaching process of secondary education.

Keywords: secondary school, class Register, e-class Register

1. Uvodna razmatranja

Do prije nekih 20 godina je priča o računalima i svemu digitalnom bila relativno mistična za većinu ljudi jer su računala imala visoku cijenu, a relativno malo ljudi je imalo potrebno znanje i iskustvo za njihovo korištenje. Iz tih razlog se informacijsko komunikacijske tehnologije (ICT) i nisu intenzivno koristile u svakodnevnom životu. Njihovim brzim i naglim razvojem tijekom posljednjih 20-ak godina, prvenstveno smanjivanjem veličine i povećanjem kapaciteta, povećanjem dostupnosti, snižavanjem cijene te rastom ponude obuka za njihovo korištenje znatno se povećao i broj korisnika računala. Današnjim tinejdžerima je skoro nepojmljivo da netko ne zna koristiti računalo ili da nema pametni telefon. Snižavanje cijena Internet pristupa i povećanje brzine su pridonijeli mogućnosti cjelodnevnog online statusa. Trenutno se ICT nastoji primijeniti u svim poslovnim aktivnostima bez obzira radi li se o profitnom ili neprofitnom sektoru, ali se sve više i više koristi i u svakodnevnom privatnom životu pojedinaca. Prvenstveno su se ICT koristile u profitnom sektoru s ciljem postizanja što većeg profita i bolje tržišne pozicije. Naravno to je značilo dostupnost podataka i različitih izvješća u što kraćem vremenu tijekom 365/7/24. Upravo ta dostupnost podatka i mogućnost pravljenja različitih izvješća može biti prenesena u kontekst osnovnog i srednjeg obrazovanja u okvirima školskog dnevnika/imenika. Prvi koraci informatizacije u školstvu su podrazumijevali uvođenje teorijske i praktične nastave informatike u sve osnovne i srednje škole. Nakon toga je uslijedilo kreiranje web stranica škola kao značajnog medija kako prezentacije, tako i komunikacije sa zainteresiranim stranama. Sljedeća razina informatizacije je upravo e-Dnevnik koji bi u sebi objedinio školski dnevnik/imenik, matičnu knjigu te đačku knjižicu i svjedodžbe što bi značajno unaprijedilo i olakšalo sve popratne aktivnosti vezane za nastavni proces, ali isto tako pojačalo uključenost svih zainteresiranih strana.

2. e-Dnevnik

Školski dnevnik/imenik je predefinirana knjiga evidencije i u svakodnevnoj se nastavi koristi za evidenciju ponašanja učenika u školi pri čemu se pod ponašanjem prvenstveno misli na izostanke, odnosno posjećenost školi, te ostvareni uspjeh iz zadanih disciplina/predmeta. Osim navedenog u dnevniku/imeniku se evidentira i raspored obrade pojedinih nastavnih cjelina u sklopu predmeta koji se izučavaju. Nadalje, bilježe se i popratne, dodatne aktivnosti učenika poput angažmana u školskim vannastavnim aktivnostima, pohvale, nagrade, eventualne disciplinske mjere i sl. Školski dnevnik/imenik osigurava i podatke o različitim izletima, ekskurzijama, praktičnoj nastavi, natjecanjima i sl. Navedeno predstavlja samo dio podataka koje sadrži školski dnevnik/imenik, a koji se mogu digitalizirati.
Naravno, pod utjecajem sve jače i intenzivnije informatizacije svih svakodnevnih životnih aktivnosti došlo se i do ideje digitalizacije školskih dnevnika/imenika, odnosno razvoja softverskih aplikacija nazvanih e-Dnevnik koje bi omogućile elektroničko evidentiranje školskih aktivnosti direktno vezanih za učenike.

Iza ideje informatizacije dnevnika (e-Dnevnika) stoje dva temeljna razloga:

1) komunikacija i informiranost – pri tome se pod komunikacijom misli na komunikaciju između nastavnika/profesora i roditelja učenika. Naime, korištenje e-dnevnika za informiranje i komunikaciju bi značajno skratilo vrijeme informiranja roditelja o uspjesima i postignućima njihovog djeteta. Roditelji bi u svakom trenutku mogli znati pravo stanje u školi – broj izostanaka, ocjene, planirane provjere znanja i sl. Ovdje je bitno istaknuti da se ne aludira na mogućnost da učenici zataje informacije svojim roditeljima. Naravno, ovakva informiranost i komunikacija se može postići uz uvjet da su nastavnici/profesori voljni i sposobni koristiti ICT. Isto tako uvođenje e-Dnevnika ne eliminira potrebu za tzv. informacijama (kratkim posjetima roditelja nastavnicima) i roditeljskim sastancima, ali bi se vrijeme navedenih posjeta moglo efikasnije i efektivnije iskoristiti jer se ne bi trošilo na upoznavanja sa stanjem/uspjehom u školi nego bi se moglo konkretnije razgovarati – razgovarati o eventualnim potrebnim mjerama kako bi se trenutno stanje popravilo ili poboljšalo.
2) statističko izvješćivanje – digitalizacija podataka i ispravno dizajnirane baze podataka bi značajno olakšali izvješćivanje bez obzira radi li se za potrebe razrednika, uprave škole ili nadređenih/krovnih institucija (ministarstvo, agencija za obrazovanje...). Iz pripremljenih podataka bi se vrlo lako mogao izračunati broj izostanaka (opravdanih, neopravdanih), napraviti raspodjela učenika prema uspjehu, odrediti prosječna ocjena svakog učenika po predmetnima i sl.

Osim navedenog e-Dnevnik bi omogućio i:

- jednostavno informiranje svih zainteresiranih strana o rasporedu nastave, najavi provjera znanja (kontrolnih zadaća, pismenih ispita, diktata i sl), dopunske nastave, olakšao bi se pristup različitim nastavnim materijalima, uputama i sl.
- jednostavno i brzo razmjenjivanje podataka i dokumenata za druge potrebe ne vezane direktno za učenike ili ne nužno za sve njih. Pri tome se misli na različite projekte od najnižih razina do projekata međunarodne suradnje.
- terminsko upozoravanje – pri tome se misli na alarmiranje u slučaju prekomjernog broja izostanaka, povećanog broja negativnih ocjena, približavanja rokova izvršavanja pojedinih aktivnosti i sl.

Da bi se gore opisane mogućnosti e-Dnevnika mogle stvarno i iskusiti nužno je ispuniti zahtjeve ažurnosti, točnosti i konzistentnosti baze podataka. Naime, ukoliko se podaci neće redovito unositi u sustav niti se kontinuirano ažurirati stanje koje će e-Dnevnik ponudi kao povratnu informaciju neće biti ni točno ni konzistentno. Stoga je jedan od temeljnih uvjeta za učinkovitu i adekvatnu realizaciju e-Dnevnika kooperacija svih uključenih strana što za sobom povlači i drugi nužni uvjet učinkovite implementacije e-Dnevnika, a to je informatička pismenost dionika. Znači, bitne pretpostavke uspješne primjene e-Dnevnika su: volja i želja za suradnjom te informatička pismenost svih dionika, a prvenstveno nastavnika/profesora kao „administratora“ informacija u sustavu.
Ono što je bitno istaknuti je da cilj digitalizacije školskog dnevnika nije „izbaciti“ klasični (papirnati) dnevnik jer postoji i zakonska obveza vođenja istoga, ali bi se uvođenjem e-Dnevnika znatno olakšalo iskorištavanje i analiziranje podataka, što bi pak omogućilo različite usporedbe, praćenje trenda kretanja ta eventualne buduće prognoze i planove.

Što se tiče trenutnog stanja digitalizacije škola i školskih dnevnika situacija u regiji je vrlo šarolika. U susjednoj Republici Hrvatskoj je informatizacija osnovnog i srednjeg obrazovanja relativno zaživjela (1, 2), slična situacija je i u Republici Srbiji (3) dok u Bosni i Hercegovini škole iz pojedinih dijelova države aktivno koriste e-Dnevnik (4, 5) dok drugi pružaju otpor bilo kakvim promjenama pod utjecajem ICT. Naravno, bitno je istaknuti da razlozi otporu mogu biti različiti: dob nastavnika, stupanj informatičke pismenosti, stavovi o količini posla od strane nastavnika/profesora, stav i raspoloženje uprave obrazovnih institucija o implementaciji e-Dnevnika, stav nadležnih tijela, složen državni ustroj, tehnički zahtjevi i tako dalje.
Analizirajući stanje samo u Hercegovini opet je zaključak: šaroliko. U pojedinim školama koje se nalaze u dijelovima Hercegovine koji pripadaju Republici Srpskoj e-Dnevnik je već implementiran (5), dok je situacija u dijelovima koji pripadaju Federaciji BiH nešto lošija. Naime, u nekim je školama iz ovog dijela Hercegovine e-Dnevnik u testnoj fazi (6) tako da se o nekoj značajnijoj primjeni ne može govoriti. Stoga je cilj istraživanja bio spoznati koliko su profesori spremni, voljni i

motivirani stare dnevnike „modernizirati“ i uvesti elektroničke te kakve su, po njihovom mišljenju, prednosti i eventualni nedostaci implementacije e-Dnevnika u nastavni proces srednjoškolskog obrazovanja.

3. Metodologija istraživanja

Empirijsko istraživanje je provedeno tijekom travanja 2014. godine među nastavnicima srednjih škola na području Mostara, Bosna i Hercegovina. Sudjelovanje u istraživanju je bilo dobrovoljni i anonimno, a obuhvatilo je 73 ispitanika. Prikupljanje upitnika se vršilo osobnim uručivanjem. Nakon logičke i tehničke analize prikupljenih upitnika za daljnju analizu je prihvaćeno njih 64. Kao instrument istraživanja je korišten anketni upitnik sačinjen iz dva dijela. Prvi dio upitnika sadrži opća pitanja o sociodemografskim karakteristikama ispitanika (spol, dob) pitanja vezana za poslove u nastavi (jesu razrednici, koliko su zadovoljni poslom) te pitanja o upotrebi informacijske tehnologije (koliko često koriste računalo, za koje aktivnosti, koliko ga koriste za pripremu nastave i sl.). Drugi dio upitnika sadrži niz od 34 tvrdnje vezane za e-Dnevnik – njegovu primjenu u svakodnevnim školskim i nastavnim aktivnostima, prednosti i nedostatke koje bi njegova primjena donijela. Statistička analiza podataka je urađena pomoću programa Excela iz paketa Microsoft Office 2007 te SPSS-a for Windows 17.0. Rezultati su iskazani pokazateljima deskriptivne statistike – korištene su apsolutne i relativne (%) frekvencije.

4. Rezultati i rasprava

Istraživanje je obuhvatilo 64 ispitanika sljedećih karakteristika:

- Spol: 25 (39,1%) muškaraca i 39 (60,9%) žena,
- Dob: prosječna starost ispitanika je 38,3±11,8 godina, najčešća starost je 30 godina, a medijalna 37. Analizirajući dob postavljanjem dobnih granica pokazalo se da je 18 (28,1%) ispitanika mlađe od 30 godina, 28 (43,8%) mlađe od 35 godina, a čak 45 (70,3%) mlađe od 40 godina što ukazuje da s radi o relativno mladim ispitanicima.

Jedan od „tehničkih“ preduvjeta implementacije e-dnevnika/imenika u obrazovne institucije je i informatička pismenost nastavnog osoblja te je ispitanicima ponuđen i niz pitanja kako bi se dobila okvirna slika o njihovoj informatičkoj pismenosti. Tako je analiza pitanja vezanih za informatičku pismenost ispitanika pokazala da 47 (73,4%) ispitanika računalo koristi svaki dan, 12 (18,8%) nekoliko puta tjedno, a ostali to čine rjeđe. To svakodnevno korištenje računala je najčešće vremenski do 3 sata (29,8% do 1 sata i 48,9% od 1 do 3 sata), 19,1% ispitanika ga koristi od 3 do 5 sati, a samo je jedan ispitanik naveo da svakodnevno na računalu provede duže od 5 sati. Više od 90% ispitanika, točnije njih 93,8% ima svoju e-mail adresu, a od toga ih 23 (38,3%) e-mail koristi za komunikaciju s učenicima, a samo 8 (13,3%) za komunikaciju s roditeljima svojih učenika. Jedan ispitanik je naveo da s učenicima ne komunicira e-mailom, ali komunikaciju ostvaruje putem društvene mreže Facebook. Isto tako većina ispitanika navodi da prati novitete u informacijskoj tehnologiji i mobilnoj telefoniji.

Što se tiče učestalosti korištenja računala dobiveni rezultati su i očekivani s obzirom da je analiza ispitanika prema dobi pokazala da se pretežito radi o mladim ispitanicima, do 40 godina starosti, ali komunikacija e-mailom nije na zavidnoj razini. Prema rezultatima većina ispitanika ima e-mail, ali kako nije traženo da objasne zašto se e-mail u komunikaciji ne koristi intenzivnije nije moguće znati prave razloge, ali se mora postaviti pitanje koliko si informatički pismeni roditelji učenika te koliko su voljni uključiti tehnologiju u informiranje o svojim djeci.

Rezultati su, nadalje, pokazali da 34,4% ispitanika svoje vrijeme provedeno na računalu u istom omjeru koristi i za aktivnosti vezane za posao i za zabavu (igrice, filmovi, muzika, neobvezni članci) (50:50). Polovina ispitanika prednost daje poslu, a samo 15,6% ispitanika ističe zabavu kao primarnu aktivnost na računalu.

Na pitanje što najčešće rade na računalu ispitanici su naveli priprave za sate koje podrazumijevanju pisanje materijala, prezentacije, probne testove, testove za provjere znanja, crteže, pomoćne materijale za studente koji će im olakšati pripremu nastavnih cjelina, mjesečne i godišnje planove rada, pretraživanje materijala za određene nastavne cjeline, pripremu materijala i izvješća za razredništvo, svjedodžbe, uvjerenja i sl. Osim navedenog jedan ispitanik je naveo da prakticira i e-učenje te da često koristi različite priručnike (tutoriale) dostupne na Internetu koji mu mogu pomoću u kvalitetnijoj realizaciji nastavnih planova. Za navedene aktivnosti ispitanici najčešće koriste programe iz paketa Microsoft Office i to Word, Excel i Power Point. Pored navedenih softvera, s obzirom da je u istraživanje uključeno dosta strukovnih škola, navedeni su i sljedeći programi: AutoCad, Adobe Dreamweaver, Macromedia Flash, Adobe Photoshop, GeoGebra i sl.

Što ispitanici misle o e-Dnevniku, njegovim prednostima kako za nastavnike tako i za roditelje te o utjecaju na komunikaciju u trokutu učenik-nastavnik-roditelj prikazano je rezultatima u tablici 1.

Tablica 1. Stavovi ispitanika o pojedinim tvrdnjama

	N	f (%)	
		Ne	Da
Komunikacijski proces – učenik/nastavnik/roditelj			
e-Dnevnik bi poboljšao komunikaciju između nastavnika i roditelja	64	15 (23,4)	49 (76,6)

e-Dnevnik bi narušio odnos između roditelja i djece/učenika	64	30 (46,9)	34 (53,1)
e-Dnevnik bi poboljšao odnos između nastavnika i učenika	64	19 (29,7)	55 (85,9)
e-Dnevnik bi olakšao komunikaciju između nastavnika i ravnatelja	63	16 (25,4)	47 (73,4)
e-Dnevnik bi olakšao komunikaciju između nastavnika i roditelja	62	14 (22,6)	48 (75,0)
Prednosti za nastavnike			
e-Dnevnik bi nastavnicima olakšao posao	64	20 (31,3)	44 (68,8)
Korištenje e-Dnevnika bi stvorilo više slobodnog vremena za nastavnike	64	21 (32,8)	43 (67,2)
Roditeljski sastanci bi bilo puno učinkovitiji uz e-Dnevnik jer bi roditelji bili upoznati sa stanjem u školi	63	15 (23,8)	48 (75,0)
e-Dnevnik bi me oslobodio pravljenja traženih izvještaja	64	13 (20,3)	51 (79,7)
e-Dnevnik bi mi olakšao analizu prolaznosti i izostanaka	64	8 (12,5)	56 (87,5)
Prednosti za roditelje			
Dobro je da roditelji imaju trenutni uvid u unesene ocjene	63	7 (11,1)	56 (87,5)
Dobro je da roditelji imaju trenutni uvid u izostanke i bilješke	64	5 (7,8)	59 (92,2)
e-Dnevnik bi trebao omogućiti da svaki roditelj vidi stanje (ocjene i izostanke) bilo kojeg učenika iz razreda koje njegovo dijete pohađa	64	24 (37,5)	40 (62,5)
Dobro je da roditelji mogu usporediti uspjeh svoje djece sa uspjehom drugih u razredu	63	26 (41,3)	37 (57,8)
Informiranje roditelja o svakom izostanku smanjilo bi broj izostanaka	63	12 (19,0)	51 (79,7)
Informiranje roditelja o terminima pismenih zadaća i kontrolnih uradaka smanjilo bi broj izostanaka s istih	64	8 (12,5)	56 (87,5)
e-Dnevnik bi roditeljima omogućio kvalitetnije praćenje ostvarenih rezultata njihove djece u školi	64	14 (21,9)	51 (79,7)
Sigurnost i pouzdanost			
e-Dnevnik nije dovoljno siguran i pouzdan	63	17 (27,0)	46 (71,9)
e-Dnevnik bi omogućio manipuliranje ocjenama i izostancima	63	26 (41,3)	37 (57,8)
Ostalo			
Korištenje e-Dnevnika zahtjeva poprilicnu IT pismenost	64	10 (15,6)	54 (84,4)
e-Dnevnik bi narušio privatnost učenika	63	29 (46,0)	34 (53,1)
Profesori bi trebali biti posebno plaćeni za vođenje e-Dnevnika	63	6 (9,5)	57 (89,1)
Vođenje e-Dnevnika bi trebalo biti sastavni dio posla profesora	63	16 (25,4)	47 (73,4)
Informiranje roditelja o svakoj ocjeni motiviralo bi učenike	63	5 (7,9)	58 (90,6)

Izvor: Izrada autora prema rezultatima istraživanja

Kako je u tablici 1 naznačeno mišljenje ispitanika je istraživano po određenim cjelinama te su i rezultati analizirani sukladno tome.

Što se tiče komunikacije rezultati pokazuju da tri četvrtine ispitanika smatra kako bi e-Dnevnik i olakšao (75,0%) i poboljšao (76,6%) komunikaciju na relaciji nastavnik-roditelj, ali i komunikaciju između nastavnika i njihovih nadređenih – ravnatelja. Isto tako, prema prikupljenim odgovorima, značajan broj ispitanika smatra da bi e-Dnevnik poboljšao odnos između nastavnika i učenika, ali ih nešto više od polovine smatra da bi se njima narušio odnos između učenika i njihovih roditelja te bi se utjecalo na privatnost učenika. Naime, povjerenje je temelj svih komunikacijskih odnosa te je za pretpostaviti da svako dijete svoje roditelje uredno upoznaje sa svojim ocjenama. Ukoliko navedeno nije slučaj, mogućnost svakodnevnog pregledavanja ocjena od strane roditelja značajno bi utjecala na njihov odnos s djecom. Ovdje se posebice misli na situaciju kad uzoran i odličan učenik malom nepažnjom ili lapsusom dobije negativnu ocjenu, ali o tome ne informira roditelja nego se potrudi da ju ispravi u što kraćem vremenu kako bi ublažio štetu. Možda bi u ovakvim situacijama ipak bilo dobro da roditelji ne mogu u svom trenutnu vidjeti ocjene u školi?!

Bitno je napomenuti da e-Dnevnik ne bi u potpunosti potisnuo fizički susret između nastavnika i roditelja, odnosno ne bi se ukinule takozvane informacije (kratke učestale posjete roditelja razrednicima radi upoznavanja sa stanjem u školi) i roditeljski sastanci, ali bi značajno utjecao na njih. Naime, ispitanici smatraju i da bi korištenjem e-Dnevnika, naravno podrazumijeva se da roditelji redovito pristupaju aplikaciji i analiziraju novosti, roditeljski sastanci bili puno učinkovitiji jer bi roditelji i prije dolaska u školu bili upoznati sa stanjem u dnevniku (ocjena, izostanci, eventualne opomene i sl). Ovakvog je mišljenja 75% ispitanika.

Jako puno ispitanika smatra da je dobro što roditelji imaju trenutni uvid u unesene ocjene, izostanke i prateće bilješke. Kontinuiranim praćenjem promjena u e-Dnevniku i reakcijama na eventualno alarmiranje zbog povećanog broja izostanka ili negativnih ocjena roditelji bi mogli utjecati na svoju djecu te bi se smanjio broj izostanaka, općenito, a i u terminima održavanja pismenih zadaća i kontrolnih uradaka. Ispitanici smatraju da bi informiranje roditelja o svakoj novoj ocjeni motiviralo učenika na postizanje boljih rezultata ili barem na ulaganje toliko truda da ne dobije negativnu ocjenu.

Ovdje je bitno istaknuti da, iako je dobro imati uvid u „školsko“ stanje svog djeteta, možda nije dobro da roditelji mogu vidjeti i uspoređivati ocjene i izostanke bilo kojeg učenika koji pohađa isti razred kao i njihovo dijete. Ova stavka, odnosno pitanje treba li e-Dnevnik to omogućiti je jako diskutabilno. S jedne strane, briga roditelja trebaju biti njegova djeca, ali je s druge strane dobro da budu upoznati i sa lošim stvarima vezanima za drugu djecu kako bi mogli reagirati i utjecati na njihove roditelja u slučaju da isti nisu upoznati sa situacijom ili su „zapustili dijete“ odnosno ne bave se dovoljno njime. Isto tako ovdje treba istaknuti i činjenicu da se na roditeljskom sastanku ocjene i izostanci svih učenika javno obznane te njihovo skrivanje u e-Dnevniku nije nužno. Prema rezultatima provedenog istraživanja pokazalo se da više od polovine ispitanika smatra kako roditeljima kroz e-Dnevnik treba biti omogućeno uspoređivanje njihove djece s drugima.

U kontekstu izvješćivanja, zanimljiv pokazatelj važnosti, potrebe i isplativosti informatizacije sa stajališta uštede vremena i jednostavnosti izrade potrebnih izvješća je i vrijeme koje nastavnici utroše na izradu različitih izvješća (tjednih, mjesečnih, godišnjih). Prema odgovorima ispitanika skoro trećina ih za pripremu navedenih izvješća ispitanika godišnje utroši više od 10 sati (20; 31,3%). Naravno da je ovdje bitno napomenuti da vrijeme varira u ovisnosti je li neki nastavnik razrednik ili ne jer je uvriježeno mišljenje da razrednici imaju više posla (papirologije) nego nastavnici koji ne vode razrede. Neki od ispitanika navode da im za pripremu svih, od njih traženih, izvješća treba i više od 30 sati godišnje. Naravno da se prilikom razmatranja vremenske opterećenosti nastavnika sa stajališta izvješća treba uzeti u obzir i njihovo znanje i sposobnosti pripreme istih te standardizacija odnosno nestandardizacija izvješća, ali je, bez obzira na navedeno, neosporno da izvješćivanje oduzima relativno dosta vremena. Digitalizacija svih podataka uz unaprijed definirane obrasce za izvješća bi značajno skratila vrijeme njihove pripreme. Nastavnici bi ih mogli dobiti samo u par klikova mišem i za samo par minuta. Osim što su ispitanici brojčano izražavali utrošak vremena za izvješćivanje izražavali su i stav o eventualnim uštedama, olakšicama i sl. vezanima za digitalno vođenje evidencije. Tako se pokazalo da više od 65% ispitanika smatra da bi e-Dnevnik nastavnicima olakšao posao i ostavio bi im više slobodnog vremena. Skoro 80% ih smatra da bi bili oslobođeni dugotrajnog pravljenja izvješća, a skoro 90% smatra da bi e-Dnevnik olakšao analizu prolaznosti i izostanaka bilo na tjednoj, mjesečnoj, polugodišnjoj ili godišnjoj razini. Iako je papirna evidencija zakonski obvezna 62,5% ispitanika smatra da uvođenjem e-Dnevnika ne bi bilo potrebe za papirnom evidencijom. Ipak, kad se pak govori o uštedi vremena, treba naglasiti da e-Dnevnik ne bi sve vrijeme koje se trošilo na pripremu izvješća pretvorio u slobodno vrijeme jer bio dio vremena trebalo utrošiti na unošenje podatka u sustav. Naravno vrijeme potrebno za unos podataka je kraće od vremena koje po odgovorima ispitanici troše na pripremu izvješća.

Pričati o digitalnim stvarima u današnjem vremenu kad se skoro svakodnevno donose priče o cyber napadima, provalama i sličnim incidentima nužno nameće potrebu razmišljanja o sigurnosti i pouzdanosti. Tako, nešto manje od ¾ ispitanika smatra da e-Dnevnik nije dovoljno siguran i pouzdan te da otvara mogućnost lakše i učestalije manipulacija ocjenama i izostancima. Naravno, da uvijek postoji mogućnost nekakvih hakerskih napada, ali se razvojem tehnologije značajno utječe i na te aspekte te je primjenom različitih pravila i procedura moguće značajno podignuti sigurnost ICT. S druge strane, ako su učenici ok zašto bi netko mijenjao ocjene i izostanke, ali bi se možda rodila potreba da to rade kako bi rezultati bili još bolji?!

Naravno prednosti i mogućnosti e-Dnevnika su višestruke, ali kako bi se mogle koristi potrebna je i odgovarajuća razina informatičke pismenosti. Prema rezultatima istraživanja čak 84,4% ispitanika smatra da korištenje e-Dnevnika zahtjeva popriličnu informatičku pismenost, ali isto tako ih 73,4% smatra da bi vođenje e-Dnevnika, uvažavajući sve njegove prednosti, trebalo biti sastavni dio posla svakog nastavnika, ali uz zasebnu novčanu naknadu – 82,8% ispitanika smatra da se vođenje e-Dnevnika treba posebno plaćati jer se, s obzirom da svi nastavnici imaju obvezu vođenja papirnate evidencije, njihov posao dupla.

5. Zaključna razmatranja

Rezultati provedenog istraživanja pokazuju da su nastavnici svjesni prednosti i dobrih strana e-Dnevnika, iako smatraju da bi uvođenje e-Dnevnika zahtijevalo da možda i oni ponovo uče - morali bi imati odgovarajuću razinu informatičke pismenosti. e-Dnevnik bi poboljšao komunikaciju s roditeljima, nastavnicima olakšao administrativne poslove, omogućio više slobodnog vremena.

Iako se na temelju provedenog istraživanja već može zaključiti sto bi implementacija e-Dnevnika značila za cijeli proces školovanja i sve njegove dionike, prava slika bi se dobila tek kad bi se u istraživanje uključili i drugi, direktni, dionici srednjeg i osnovnog obrazovanja, a pri tome se prvenstveno misli na učenike i njihove roditelje, ali isto tako i na upravu škola koje je neizostavna komponenta u cijelom mehanizmu e-Dnevnika. Naime, ukoliko ne postoji volja i suglasnost uprave škole za bilo

kakvim projektom i modernizacijom rezultati mogu itekako izostati. Stoga bi u daljnjim istraživanjima bilo jako dobro istražiti što o e-Dnevniku misle ravnatelji, tajnici i pedagozi škola, po mogućnosti škola u kojima je već istraženo mišljenje nastavnika. Isto tako, kako ne bi bilo narušenih odnosa, prvenstveno šumova u komunikaciji i uništavanja povjerenja, trebalo bi ispitati i stavove učenika i njihovih roditelja.
Nadalje, kako su rezultati pokazali da dosta ispitanika misli kako bi e-Dnevnik skratio vrijeme koje se troši na „papirologiju“, trebalo bi istražiti koliko je tih ispitanika razrednika, a koliko ih nisu razrednici te usporediti njihove stavove o svim popratnim poslovima nastave - izvješćivanje.
Isto tako, prezentirani rezultati su rezultati koje su dobiveni iz uzorka srednjoškolskih profesora pa bi u budućnosti bilo zanimljivo uključiti i nastavnike osnovnih škola te istražiti ima li kakve razlike u njihovim stavovima i mišljenjima o digitalizaciji škola u svakom pogledu. Inače, sljedeća stepenica nakon srednjeg obrazovanja je fakultet pa bi se možda moglo provesti istraživanje i među profesorima, studentima i njihovima roditeljima. Razlog bi ovom slučaju mogao biti upravo provjera povjerenja i iskrenosti studenata prema njihovim roditeljima, posebno ukoliko im roditelji financiraju studiranje.
Naravno, ovdje se treba osvrnuti i na pitanje informatičke pismenosti ispitanika. Naime, u istraživanju nisu provjeravana znanja nastavnika u području informatike niti je istraživano jesu li samouki ili su pak pohađali odgovarajuće seminare i prošli potrebnu obuku. Isto tako nije ni provjerena spremnost ispitanika na dodatnu obuku koju bi morali proći kako bi mogli ispravno koristiti i iskoristit sve mogućnosti e-Dnevnika.
Sve navedeno predstavlja polazište za daljnja istraživanja mogućnosti i pretpostavke uspješne implementacije e-Dnevnika u sve škole.

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LINGUISTIC CULTURE AND THE CROATIAN SOCIETY STUDENTS' OPINIONS REGARDING THE LINGUISTIC CULTURE CLASSES AT FACULTIES AND INSTITUTIONS OF HIGHER EDUCATION

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Abstract
Linguistic culture is the basis of any culture and is manifested by the familiarity and application of the standard language norms, adopted in the course of education, mainly, the classes of Croatian language. Except for education, other factors influence the linguistic culture of an individual, namely the family, the media and the everyday social environment. The need for the mastery of a linguistic norm should come naturally to each member of a particular social community and be a part of one's identity or cultural etiquette. Language is an integral part of any national identity and cultural heritage and it is therefore necessary to create a positive attitude towards one's mother tongue. It is also crucial to create a climate in which any individual will have the opportunity to continuously and systematically build and augment one's linguistic culture. In 2004, the European Committee published a document defining key competencies for a life-long learning process. Communication in one's mother tongue occupies the primary position in this document. The awareness of the importance of good communication and an envious level of linguistic culture has still not been fully recognized in the Croatian society. This claim is corroborated by the fact that the compulsory education in mother tongue stops on the secondary education level. In tertiary education level, such type of education is present only in some educational i.e. Faculty courses. This paper explores and analyzes the awareness of the students of various Faculties of the importance of continuing their mother tongue education as well as the importance of maintenance and furthering an organized linguistic culture and the need for the institutionalization of the Croatian language teaching at various levels of academic education.

Keywords: mother tongue, standard language, linguistic culture, linguistic awareness.

I. Uvod

Jezik je, kako ga je početkom prošloga stoljeća definirao švicarski lingvist F. de Saussure, jedan od sustava znakova, rječničkih i gramatičkih, koji omogućava govornu komunikaciju (Kovačec 2001). U općem jezičnom fenomenu odnosno jezičnoj djelatnosti de Saussure razlikuje komponentu jezika od komponente govora, različito ih definirajući (De Saussure 2000). Obje su sastavnice jezične djelatnosti, međutim, međusobno ovisne: jezik je nužan preduvjet govora, a govor je pak verbalna odnosno pismena konkretizacija jezika. U međusobnoj interakciji jezik i govor u konačnici se ostvaruju u komunikaciji. Da bi ljudi mogli komunicirati jezikom, jezični sustav teži nepromjenjivosti i stalnosti svojih struktura. Upravo relativno stalan sustav, poznat svim sudionicima komunikacije, preduvjet je njezine efikasnosti i uspješnosti (Škiljan 1994). Za razliku od jezika koji je primarno statičan i konvencionalan, govor je dinamična kategorija podložna promjenama koje su uvjetovane promjenjivošću društvenih struktura i odnosa, ali i „individualnih voljnih kombinacija" (Kovačec 2001:85). Iz međusobna sudara tih dviju težnji, jezične statičnosti i govorne dinamičnosti, proizlazi *jezična kreativnost*, tj. „sposobnost govora i jezika da se prilagođuju stalno novim potrebama jezične prakse" (Škiljan 1994:12). Jezična praksa je, dakle, promjenjiva kategorija, ona je otvoreni, dinamični sustav. Na nju utječe niz čimbenika, u suvremeno vrijeme osobito globalizacijski procesi, masovni mediji, razne društvene mreže koje prakticiraju tzv. „novu pismenost" te okruženje u kojem se pojedinac kreće ili s kojim dolazi u neposredni doticaj. Sociolingvistička istraživanja pokazala su kako svaka promjena u govornikovoj društvenoj okolini utječe i na njegove komunikacijske navike. To se, primjerice, odnosi na promjene zanimanja, radnih mjesta, prebivališta i boravišta, promjene kruga prijatelja i poznanika i sl. S obzirom na različite čimbenike koje utječu na jezik i govor pojedinca ili društvenih skupina, da bi komunikacija bila učinkovita, odnosno, „da bi govorni akti mogli uspješno obavljati svoju funkciju, moraju se ostvarivati prema pravilima jezika kao sustava znakova" (Kovačec 2001:85). Stoga je iznimno važno da učenje jezika bude institucionalizirano. Svjesno i planirano učenje jezika ima dvojaki cilj: s jedne strane osigurava stabilnost sustava, a s druge strane omogućava pojedincu da s obzirom na potrebe komunikacije (tzv. *situacijski parametri*) od različitih jezičnih varijeteta odabere one koji su primjereni određenoj komunikacijskoj situaciji (osobito se to odnosi na javnu komunikaciju).

Iako svaki od jezičnih varijeteta ima svoju ulogu, važnost i značenje u određenoj društvenoj zajednici, standardnom varijetetu nužno je posvetiti posebnu pozornost. Standardni je jezik, naime, svojevrsni nadjezik, to je „varijetet jezika koji govornici smatraju najprikladnijim za službenu komunikaciju i školstvo" (Trask 2005:335); on je „priopćajni medij kojim jedna etnička grupa sudjeluje u suvremenoj međunarodnoj (…) nadetničkoj civilizaciji, uključuje se u univerzalnu kulturu, i to u svim njegovim vidovima" (Katičić 1986:77). Vezano uz standardni jezik K. Mićanović navodi kako „u mnoštvu konkurentnih jezičnih varijeteta standardu je ipak osigurano povlašteno mjesto kao varijetetu koji služi kao *lingua franca* u rješavanju komunikacijskih problema jer učenje standarda oslobađa potrebe učenja svih varijeteta" (Mićanović 2006 :110). Standardni jezik, dakle, pomiruje razlike između pojedinih idiolekata, sociolekata i idioma te djeluje kao kohezijski element između jezično nejedinstvenih skupina društva u određenoj društvenoj zajednici. Sociolingvističke studije, naime, pokazuju da „zajednice govornika ne rabe homogeni jezik, nego više sociokulturno determiniranih jezičnih (uporabnih) oblika ili varijeteta koji se na različitim jezičnim razinama međusobno razlikuju" (Halwachs 2001:199). Učenje standardnog jezika važno je i zbog individualnih razlika u jezičnom sustavu govornika odnosno nepodudarnosti „jezičnog koda među sudionicima komunikacije" (D. Pavličević-Franić 2005). Naime, sugovornici se u priopćajnom procesu služe, kako ističe D. Pavličević-Franić u knjizi *Komunikacijom do gramatike*, „različitim jezičnim sredstvima koji pripadaju različitim jezičnim idiomima (narječja, sociolekti, žargonizmi…), u komunikaciju se unose individualni oblici izražavanja" (Pavličević-Franić 2005 :19). Jezični se sustav pojedinca, prema D. Škiljanu, mijenja i „prema situaciji, komunikacijskim potrebama te pod utjecajem najrazličitijih izvanjezičnih odrednica" (Škiljan 1994 :119). Da bi standardni jezik, dakle, mogao obavljati svoju kohezijsku i općekomunikacijsku, javnu funkciju, on je svjesno determiniran određenim pravilima i normama koje usvajamo i učimo tijekom školovanja u pravilu u okviru nastave materinskoga jezika. Poznavanje standardnojezičnih normi, međutim, nema isključivo restriktivnu i determinirajuću funkciju. Upravo suprotno. Norme pomažu pojedincu da što efikasnije i točnije izrazi svoje misli, i u pisanoj i u govorenoj komunikaciji, kako bi se što uspješnije postigao određeni komunikacijski cilj te izbjegao nesporazum koji može biti uzrokovan upravo nepoznavanjem određenih jezičnih pravila.

II. Jezična kultura

Svladavanje standardnojezičnih normi jedan je od preduvjeta razvijene jezične kulture[45], koja je pak sastavni dio opće kulture. Sukladno tomu stupanj jezične kulture pojedinca nerijetko se mjeri sposobnošću primjene jezičnih normi (i onih koje su nastale spontano i onih koje su nastale planski)[46] u komunikacijskim situacijama u kojima je to potrebno. U tom smislu Radoslav Katičić ističe da „pojam kulture kojega jezika uključuje u se brigu oko njegove čistoće, podrazumijeva pomnju pri govorenju i pisanju. […] Gdje se ne traži pomnja i znalačko razlikovanje, gdje je sve ne samo dopušteno nego i jednako

[45] Pojam jezične kulture nema jedinstveno značenje. Pod njim se, između ostalog, podrazumijeva: 1. kultura jezika, 2. kultiviranje jezika, 3. kultura govora, 4. kultiviranje govora, 5. pravac istraživanja koji se bavi pitanjima jezične kulture (nav. prema Mićanović 2006:34).

[46] M. Samardžija navodi dvije vrste normiranja u jeziku: *spontano* (ili *uzusno*) *normiranje* kao temeljnu značajku organskih idioma i *svjesno* (ili *plansko*) *normiranje* kad temeljnu značajku standardnoga jezika. (Samardžija 1999).

vrijedno, ne treba nikakva kultura", kategoričan je Katičić (1986:65). Jezičnu kulturu Katičič, dakle, izravno povezuje s jezičnim purizmom. „Važno je na prvom mjestu uočiti", nastavlja Katičić, „da je jezik već po samoj svojoj naravi purističan. Zahtijeva, naime, da se govoreći njime služimo izražajnim sredstvima koja mu pripadaju i koja su u njemu sadržana, a ne kakvim drugima. Jezik je sam po sebi zadavanje i po tome ograničenje i omeđivanje govornih mogućnosti" (Katičić 1986: 66). Iako se jezični purizam u pravilu vezuje uz standardni varijetet, Katičić preko jezičnog purizma ipak ne izjednačava jezičnu kulturu i standardni jezik. Standardni jezik tek je jedan od varijeteta hrvatskoga jezika. On podrazumijeva stilski neutralne jezične oblike, pri čemu ne isključuje postojanje, uporabu ili potrebu poznavanja i stilski obilježenih oblika. Jezična kultura, između ostalog, sastoji se i u tome da se različita jezična svojstva „upoznaju i razvijaju, da se svjesno doživljavaju i uoče kao mogućnosti izraza, kao bogatstvo i sloboda" (Katičić 1986 :86). Za R. Katičića, dakle, ljudi koji poznaju i standardni jezik, ali i stilski obilježene jezične oblike, jezično su kulturniji od drugih.

Polazeći od uvodno spomenute strukturalističke dihotomije jezične djelatnosti na jezik i govor (De Saussure 2001), A. Jedlička razlikuje jezičnu kulturu u užem smislu od kulture govora. Pri tome se jezična kultura u užem smislu odnosi na jezik kao sustav, za razliku od kulture govora koja se odnosi na komunikacijsku odnosno uporabnu razinu jezika pa se često naziva i komunikacijskom kulturom. Dok je jezična kultura u užem smislu usredotočena isključivo na standardni jezik, kultura govora uz standardnost podrazumijeva i adekvatan izbor jezičnih jedinica iz „koegzistentnih varijanata". Riječ je, dakle, kako tumači K. Mićanović (2006) o svrhovitoj upotrebi jezičnih sredstava koja je usklađena s komunikacijskom situacijom i komunikacijskim uvjetima. „Pojam jezične kulture", nastavlja Mićanović, „obuhvaća uz poštivanje standardnojezičnih normi i 'komunikativnu sposobnost diferenciranog služenja različitim funkcionalnim stilovima govorenog i pisanog jezika, te pravljenja odgovarajućih izbora u raznovrsnim govornim situacijama', zatim kulturu slušanja (tuđeg govora i drugačijeg mišljenja), poznavanje stranih jezika te lingvističku kulturu 'u smislu osnovnih teorijskih znanja o jeziku i jezicima'"(Mićanović 2006:35). Pojednostavljeno, kultura govora podrazumijeva oblikovanje poruke, kao ključne karike u komunikacijskom procesu, u kojoj iz cjelokupna jezičnog korpusa, u ovom slučaju hrvatskoga, odabiremo one jedinice koje su primjerene određenoj komunikacijskog situaciji. Ukoliko je, primjerice, poruka namijenjena široj javnosti, biramo one lekseme koji su razumljivi većini pretpostavljenih recipijenata. Kombinacijom jezičnih pravila i pravilnim odabirom jezičnih jedinica ostvarujemo dvije osnovne dimenzije kultivirana govora: govorno stvaralaštvo i poštivanje sugovornika (Škarić 1974).

Pišući o metodici podučavanja hrvatskoga jezika, S. Težak posebno se bavio kulturom izražavanja. Kultura izražavanja, kao sastavni dio šire shvaćene jezične kulture, predmnijeva kulturu govorenja i kulturu pisanja. Iako je jasno da kultura govorenja pretpostavlja poznavanje određenih ortoepskih, gramatičkih, leksičkih i dikcijskih zakonitosti, ipak Težak, oslanjajući se u svom tumačenju na Jefremova, upozorava na širi pojam kulture govora; „ona obuhvaća ne samo pitanje pravilnosti […] nego i stilsku, sveukupnost nužnih izražajnih sredstava svih sistema ideja – nauke, tehnike, općepolitičkog života" (Težak 1990:8). Težak, dakle, izravno upućuje na to da kultura govora nužno ne podrazumijeva isključivo poznavanje pravila, već i sposobnost govornika da jezik uskladi sa sadržajem koji se iznosi i slušaocem kojemu je taj sadržaj namijenjen čime se nadovezuje na Škarićevu tezu o poštivanju sugovornika kao važnog preduvjeta kulturnoga govorenja. Pisana i govorena kultura, iako temeljene na različitim zakonitostima[47], međusobno se nadopunjuju; razvijene govorne vještine pospješuju usvajanje kulture pisanja, i obrnuto.

Iako se jezičnu kulturu i njene ključne odrednice različito definiralo, otkad je ona 20-ih godina prošloga stoljeća utemeljena kao samostalna jezična disciplina, ipak se iz različitih stajališta i mišljenja mogu izdvojiti neki zajednički elementi koji opisuju pojam jezične kulture. To je prije svega poznavanje i primjena jezičnih normi u pisanoj i govorenoj komunikaciji, uvažavanje funkcionalnih različitosti jezika, dakle sposobnost adekvatna odabira jezičnih jedinica u skladu s komunikacijskom situacijom i sadržajem poruke te uvažavanje sugovornika. Kako jezična kultura pojedincu nije urođena, u lingvističkim radovima posvećenima toj temi redovito se ističe potreba neprestana kultiviranja jezika. Jezično kultiviranje[48], kao dio aktivnosti vezanih uz širo shvaćanje pojma jezične kulture, odvija se na nekoliko planova: teorijsko-lingvističkim radovima, sveukupnom skrbi o standardnom jeziku, nastavom jezika u školama, književnom praksom te jezičnim zakonodavstvom (prema Mićanović 2006). Budući da se jezična kultura ipak usko povezuje sa standardnim jezikom, u pravilu se to kultiviranje veže uz poznavanje i primjenu standardnojezičnih normi (iako je ono, kao što je navedeno, puno više od pukog poznavanja jezičnih normi) te uopće njegovanja standardnog jezika kao svojevrsnog jezičnog prestiža, i to osobito u javnoj komunikaciji.

Skrb o književnome jeziku, dakle neposredno i o jezičnoj kulturi, Lj. Jonke pak povezuje sa stupnjem kulturnoga razvoja pojedinog naroda. „Što je neka sredina kulturnija, to je njezina briga za pravilnost, izražajnost i čistoću književnoga jezika veća", navodi Jonke. „Nije [stoga] svejedno", nastavlja Jonke, „kakvim se jezikom služimo, nije nipošto dovoljno da se razumijemo i da je tobože nepotrebna posebna njega i kultura književnoga izražavanja. Ne smijemo nikad zaboraviti da se književni jezik može kultivirati i s gledišta usklađivanja misli i jezičnoga izražavanja, ali i s gledišta osjećajnosti. Tako se radi u svih kulturnih naroda", zaključuje Lj. Jonke (1964:9). Polazeći od Greulea i njegovih radova o jezičnoj kulturi, K. Mićanović razlikuje kultiviranje komunikacije od kultiviranja jezika. „Kultiviranje komunikacije obuhvaća sve aktivnosti u jezičnoj zajednici koje su usmjerene na poboljšanje komunikacijske kulture, a kultiviranje jezičnog sustava razumijeva [Greule, o. a.] potpuno u smislu češke teorije jezične kulture: aktivnosti koje se poduzimaju da bi se 'sustav postojećeg standardnog jezika

[47] Pisana komunikacija, za razliku od govorne komunikacije, ne traži neposrednu prisutnost osoba koje sudjeluju u komunikacijskom procesu. Govorna komunikacija, dakle, pretpostavlja istodobnost angažiranja govornih lica te razumijevanje poruke u samome procesu komunikacije, dok u pisanoj komunikaciji istodobnost nije nužna. Iz tog različitog odnosa proizlaze i psihološke razlike u pisanog i govornoj komunikaciji. (usp. Težak 1990)

[48] Pozivajući se na zaključke G. Lamperta, K. Mićanović u knjizi *Hrvatski s naglaskom* navodi kako teorija jezične kulture uključuje konceptualnu metaforu *jezik je vrt*. Ta hortikulturna asocijacija podrazumijeva da jezik, poput vrta, treba uređivati i kultivirati (Mićanović 2006:36).

etablirao, učvrstio i učinio elastičniji". Za Mićanovića je pak jezično kultiviranje „vid jezičnoga planiranja, koji pokriva sve racionalne i važne intervencije u jeziku" (Mićanović 2006).

III. Jezično kultiviranje pomoću nastave

Praška lingvistička škola jezičnu kulturu usko veže uz brigu o standardnom jeziku koja se, između ostalog, ostvaruje nastavom jezika u školama. Analizom nastavnih planova i programa hrvatskoga jezika utvrđeno je da u osnovnim školama nastava hrvatskog jezika i književnosti iznosi 175 sati godišnje (5 sati tjedno)[49], dok je u srednjoj školi ona smanjena na 140 sati godišnje u gimnazijama (4 sata tjedno)[50] i 105 sati godišnje u strukovnim školama (3 sata tjedno)[51]. Nije nevažno naglasiti da od navedene cjelokupne godišnje satnice predmeta Hrvatski jezik tek manji dio otpada na usvajanje znanja, vještina i kompetencija izravno povezanih s jezikom s obzirom na to da se u okviru nastave Hrvatskoga jezika obrađuju i književnoteorijski i književnopovijesni sadržaji. Na akademskim pak stupnjevima obrazovanja jezična kultura i izražavanje nadograđuje se i usavršava samo na određenim obrazovnim smjerovima, i to u pravilu onima u kojima se studenti obrazuju za nastavnička zanimanja u kojima će i sami podučavati hrvatski jezik te na pojedinim novinarskim i komunikološkim smjerovima.

Da je vještina komuniciranja na materinskom jeziku iznimno važna, utvrdila je i Europska komisija još 2004. u dokumentu „Ključne kompetencije za cjeloživotno učenje. Europski referentni (preporučeni) okvir." Ključne kompetencije učenja jesu one kompetencije koje se smatraju neophodnima za uspješno sudjelovanje u društvu koje počiva na znanju. Okvir kompetencija donesen je iz „perspektive cjeloživotnog učenja, tj. onog koje se stječe do kraja obveznog školovanja, ali i koje se uči, obnavlja i uspostavlja tijekom čitavog života"[52]. U tom je dokumentu upravo komuniciranje na materinskom jeziku stavljeno na prvo mjesto, tj. istaknuto kao ključna kompetencija koja je preduvjet usvajanja svih ostalih kompetencija. Cjeloživotno kultiviranje jezika, kako je istaknuto u dokumentu, važno je zbog stvaranja „pozitivnog stava prema materinskom jeziku, njegovo prihvaćanje kao potencijalnog sredstva osobnog i kulturnog obogaćivanja; sklonosti otvorenom pristupanju tuđem mišljenju i argumentima i uključivanje u konstruktivan i kritički dijalog; samopouzdanju kod javnog obraćanja; spremnosti da težimo estetskoj kvaliteti izražavanja koja nadilazi isključivo tehničku preciznost riječi/izraza; razvijanju ljubavi prema književnosti te razvijanju pozitivnog stava prema međukulturnoj komunikaciji"[53].

U procesu kultiviranja jezika iznimno su važne i metode učenja i usvajanja vještina i znanja vezanih uz jezik i jezičnu kulturu. U hrvatskim školama prevladavajuće su metode podučavanja jezika koje u prvi plan stavljaju usvajanje lingvističkih kompetencija u odnosu na komunikacijske kompetencije što ne ide u prilog razvoju komunikacijskih vještina i s njima povezane jezične kulture. Lingvistička kompetencija pri tome podrazumijeva teorijsko znanje o jeziku za razliku od komunikacijske kompetencije koja je usmjerena na pragmatičnu primjenu jezično-teorijskih znanja (Hymes 1984). Razlikovanje lingvističkih od komunikacijskih kompetencija unutar jezične djelatnosti razvija se u okviru sociolingvističkog pristupa jeziku 80-ih godina prošloga stoljeća prije svega zahvaljujući radovima D. Hymesa (1984) i B. Spolskya (1998). D. Hymes među prvima rabi pojam *komunikacijske kompetencije* označavajući njime pragmatičnu osposobljenost pojedinca u služenju jezikom. Sustavnosnom i semiotičkom pristupu jeziku koje razvija F. de Saussure, a koje se temelji na izučavanju jezika samoga za sebe neovisno o izvanjezičnim čimbenicima, suprotstavljaju se, dakle, lingvistički pravci (prije svega psiholingvistika i sociolingvistika) koji primat daju tzv. komunikacijskim kompetencijama koje podrazumijevaju praktičnu jezičnu stručnost na razini primjene pri svakodnevnome sporazumijevanju. Potonji je pristup funkcionalan, tj. „inzistira na učenju jezika u funkciji svakodnevne komunikacije, a ne na reprodukciji napamet naučenih gramatičkih pravila i definicija, pri čemu se usvajanje deklarativnog znanja temelji na razlikovanju relevantnog od redundantnog. Takvo usvajanje jezika zasniva se na induktivnoj metodi (oprimjerena komunikacija) i načelu supstitucije" (Pavličević-Franić 2005:72). Dok prvi, tzv. lingvistički pristup primarno rezultira usvajanjem gramatičkih znanja na razini teorijskog poznavanja, komunikacijsko-funkcionalnim pristupom razvijamo raznovrsne komunikacijske sposobnosti, osobito jezične, važne za život i uspješno sporazumijevanje u svakodnevnim situacijama.

„Pedagoška promatranja i lingvistička istraživanja pokazala su da institucionalno učenje hrvatskoga jezika tijekom osnovne škole, iako zastupljeno relativno velikim brojem sati u odnosu na druge predmete, ne rezultira nužno boljom sposobnošću izražavanja, sporazumijevanja, govorenja i pisanja na materinskome jeziku", navodi D. Pavličević-Franić (2005), što izravno upućuje na neprimjerene metode učenja jezika. Na neadekvatno institucionalno jezično podučavanje[54] i cjelokupnu

[49] U odnosu na svoje vršnjake iz Europe, hrvatski osnovnoškolci uče najmanje materinjeg jezika, rezultat je to istraživanja koje je još 2006. proveo A. Bežan, a u koje je bilo uključeno 15 europskih zemalja.

[50] Program hrvatskog jezika i književnosti prije više od dvadeset godina sastavljen je i odobren za 5 sati nastave tjedno u srednjim školama. Međutim, povećanje tjedne satnice nikada nije odobreno. Budući da godišnji izvedbeni program nije revidiran i usklađen s odobrenom satnicom, tijekom četverogodišnjeg srednjoškolskog školovanja u gimnazijama nedostaje 140 sati za njegovu potpunu realizaciju.

[51] Usp. koncepcija nastave Hrvatskoga jezika u srednjim školama u članku „Hrvatski jezik i škola" D. Brozovića.

[52] "Ključne kompetencije za cjeloživotno učenje. Europski referentni (preporučeni) okvir." 2004., str. 5.

[53] „Ključne kompetencije za cjeloživotno učenje. Europski referentni (preporučeni) okvir." 2004., str. 11.

[54] „Kada je riječ o ranojezičnome razdoblju, učenje standardnoga jezika ne rezultira uspješnijom komunikacijom, bogatijim rječnikom i izražavanjem bez straha od pogreške. Prosječan pučkošolac u stanju je vrlo točno reproducirati gramatičko-pravopisna pravila koja je zapamtio tijekom školovanja. No, unatoč tome, u svakodnevnoj komunikaciji obilježava ga šturi vokabular, nedorečene rečenice krnje strukture, poteškoće pri verbalizaciji misli te nelagoda pri uporabi hrvatskoga standardnoga jezika." (prema Pavličević-Franić 2005).

obrazovnu jezičnu politiku upućuju i rezultati provedenog Pisa projekta[55] prema kojima hrvatski srednjoškolci pokazuju ispodprosječne rezultate u području čitalačke kulture i pismenosti.

IV. Istraživanje

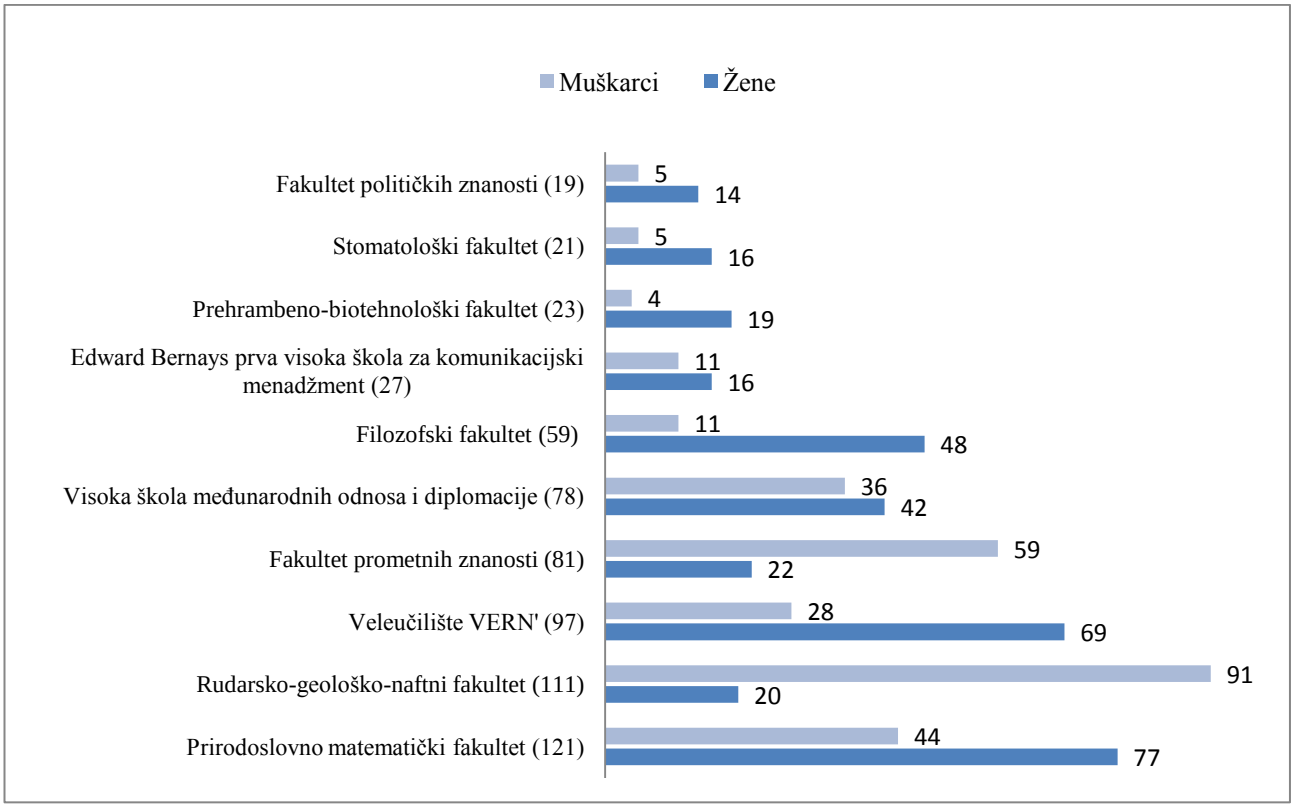
Istraživanjem percepcije studenata o jezičnoj kulturi željelo se postići nekoliko ciljeva: utvrditi stajališta studenata o jezičnoj kulturi, istražiti stupanj osviještenosti studenata o potrebi kontinuirana kultiviranja jezika i institucionalizacije nastave hrvatskoga jezika i na akademskim stupnjevima obrazovanja te izdvojiti najefikasniji način dotjerivanja i njegovanja jezične kulture. Polazna je hipoteza, proizišla iz višegodišnjeg rada sa studentima, da je jezična kultura studenata relativno niska, i da ju je stoga potrebno, kao dio komunikacijske, ali i opće kulture, sustavno njegovati i na svim visokoškolskim ustanovama. Radom se također željela potvrditi/osporiti hipoteza o marginaliziranju nastave jezika na srednjoškolskoj razini što u konačnici, naravno, utječe i na opću jezičnu kulturu, ali i upućuje na potrebu redefiniranja nastavnih planova i programa iz predmeta Hrvatski jezik, i to osobito na srednjoškolskome stupnju obrazovanja.

Istraživanje je potaknuto samoprocjenom studenata i rezultatima inicijalnog testiranja poznavanja određenih funkcionalnih jezičnih zakonitosti među polaznicima Visoke škole za odnose s javnošću i studij medija Kairos (danas pridružena Veleučilištu VERN'), a u okviru kolegija Hrvatski poslovni jezik. Višegodišnja tzv. ulazna jezična inicijalna testiranja studenata, naime, pokazala su nizak stupanj jezičnih kompetencija polaznika studija. Analizom testova (koja su uključivala i pitanje o samoprocjeni jezične kulture) također je utvrđeno da je studenska samoprocjena vlastitih jezičnih kompetencija u promatranom razdoblju od četiri godine u bitnom raskoraku sa stvarnim jezičnim znanjem polaznika studija, ali i s potrebama budećega zanimanja. Na osnovi stručnih zapažanja i rada sa studentima u promatranom četverogodišnjem razdoblju postavljene su određene hipoteze koje su uključene u sam rad. Jedna je od hipoteza i da polaznici studija precjenjuju svoje jezične kompetencije i u pravilu (prije početka izvođenja nastave[56]) minoriziraju potrebu učenja materinskog jezika. Istraživanje je provedeno metodom ankete tijekom ožujka i travnja 2014. na ukupno deset visokoškolskih institucija u Zagrebu – sedam fakulteta Sveučilišta u Zagrebu (Prirodoslovno-matematički fakultet, Rudarsko-geološko-naftni fakultet, Fakultet prometnih znanosti, Stomatološki fakultet, Prehrambeno-biotehnološki fakultet, Filozofski fakultet i Fakultet političkih znanosti), dvije visoke škole (Visoka škola međunarodnih odnosa i diplomacije Dag Hammarskjöld i Edward Bernays − prva visoka škola za komunikacijski menadžment) te na Veleučilištu VERN'. U istraživanju je sudjelovalo ukupno 637 studenata (*Grafikon 1.*).

[55] Program međunarodnog ocjenjivanja znanja i vještina učenika – PISA - zajednički su razvile zemlje članice OECD-a godine 2000. Program uključuje međunarodno utvrđivanje stupnja osposobljenosti i znanja petnaestogodišnjaka u trima područjima: čitalačka pismenost, matematička pismenost i znanstvena pismenost. Cilj ocjenjivanja jest utvrditi stupanj do kojeg su učenici, koji se bliže završetku obveznog obrazovanja, usvojili neka znanja i stekli kvalifikacije koje su neophodne za njihovo potpuno uključivanje u društvo. PISA 2012 pokazala je da su hrvatski petnaestogodišnjaci značajno ispod prosjeka među učenicima 65 zemalja obuhvaćenih ispitivanjem. U području čitalačke pismenosti Hrvatska je na 35. mjestu što je, statistički gledano, ispod prosjeka OECD-a. (rezultati dostupni na internetskoj stranici: http://public.mzos.hr/Default.aspx?art=12857)

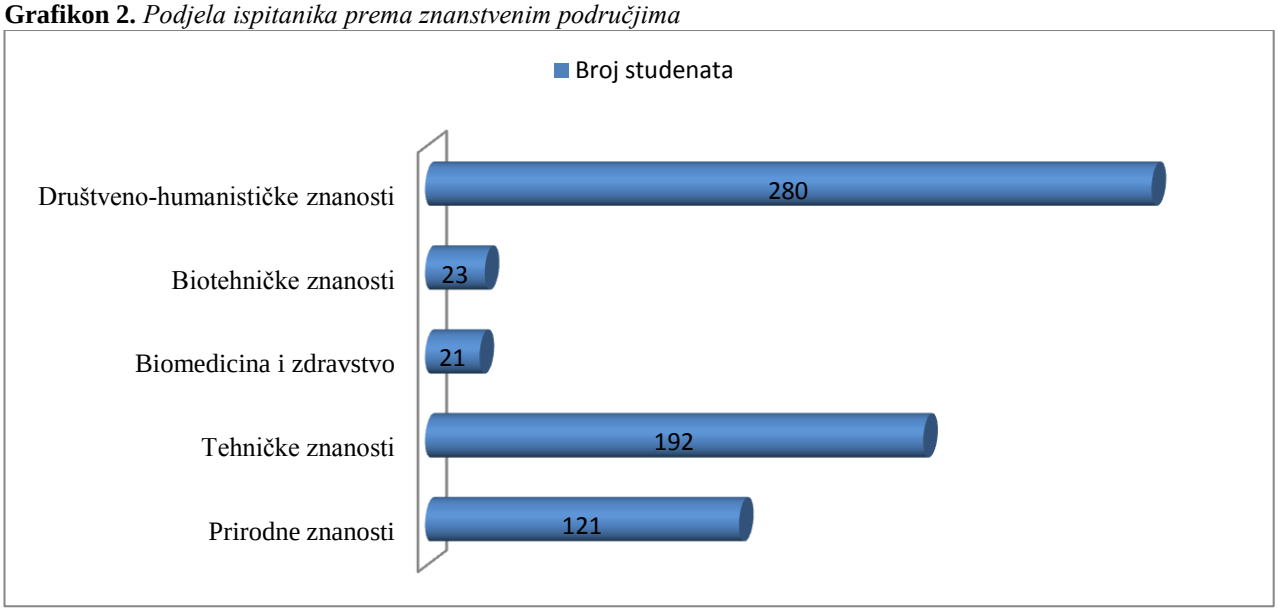
[56] Uvodno tzv. motivacijsko predavanje u pravilu pokazuje da studenti nisu osobito motivirani za nastavu hrvatskoga jezika. Velik dio njih argumentira to stajalištem da se dobro služe hrvatskim jezikom, čime poistovjećuju govorenje i pisanje na materinskom jeziku s jezičnom kulturom. Ideja inicijalnog testiranja polaznika studija proistekla je upravo iz takvog iskrivljenog stajališta studenata. Cilj je inicijalnog testa osvijestiti studentima razinu njihova poznavanja jezika, i to ne propitivanjem gramatičkih pravila, već sposobnošću njihove primjene u konkretnim jezično-komunikacijskim situacijama, i time ih dodatno motivirati za nastavu. U tom smislu, inicijalno testiranje jezičnih kompetencija studenata pokazalo se kao odlično motivacijsko sredstvo.

Grafikon 1. *Demografski podatci o ispitanicima*



Kako su istraživanjem obuhvaćena različita znanstvena područja, nastojalo se osigurati da omjer studenata na društveno-humanističkim znanostima s jedne strane te preostalim znanstvenim područjima s druge strane, bude ujednačen (*Grafikon 2.*).

Grafikon 2. *Podjela ispitanika prema znanstvenim područjima*



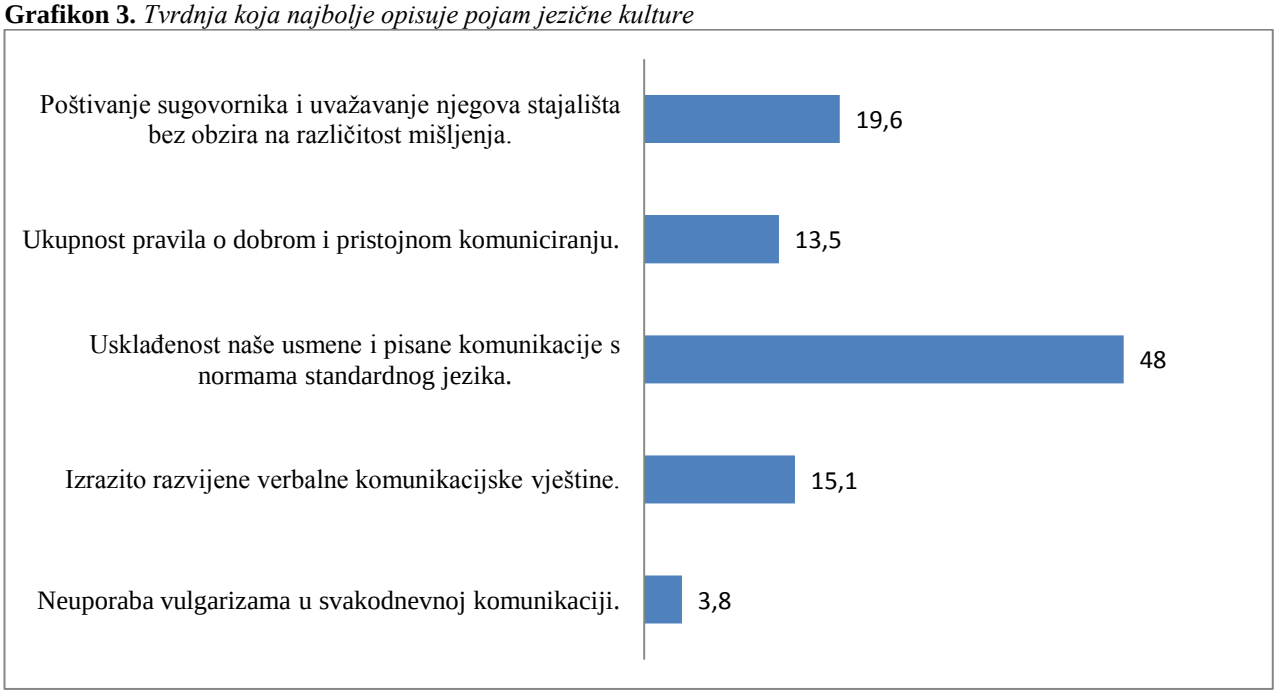
Uzorak predstavlja kombinaciju između namjernog i prigodnog uzorka. Prigodan je zato što su odabrani ispitanici sa studija na kojima je logistički bilo moguće organizirati skupno anketiranje, a namjeran jer se nastojalo u uzorak uključiti, koliko je to bilo moguće, skupine iz različitih znanstvenih područja (društveno-humanističkih, tehničkih, prirodnih, biotehničkih i biomedicinskih). Upitnik se sastojao od pitanja otvorenog i zatvorenog tipa. Pitanja otvorenog tipa u načelu su „manje sugestivna i omogućuju ispitanicima potpunu slobodu u odgovaranju" (Vujević 2006:129), kao i priliku za odgovore koja nisu predviđena. S druge strane teško je zanemariti nedostatke otvorenih pitanja, poput moguće pojave izostanka

odgovora jer ispitanika stavljaju pred teži zadatak. Također, tako koncipiran upitnik onemogućava postavljanje većeg broja pitanja, a i obrada pitanja je zahtjevnija s obzirom na to da se otvorena pitanja obrađuju pomoću analize sadržaja.

V. Rezultati istraživanja

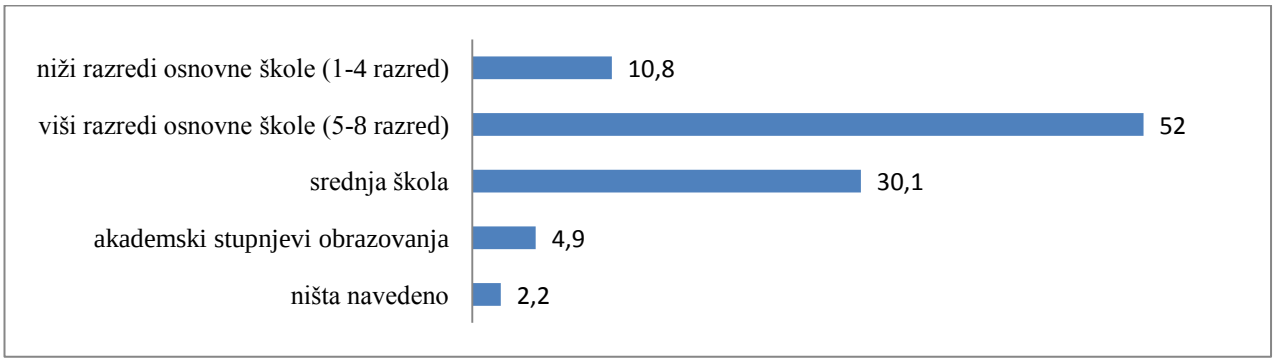
Rezultati istraživanja o studentskoj percepciji jezične kulture pokazuju da, pojedinačno gledano, najveći broj ispitanika, njih 48 %, jezičnu kulturu primarno povezuje s usklađenošću usmene i pisane komunikacije s normama standardnog jezika, što odgovara općoj i uvriježenoj percepciji po kojoj se uređena i njegovana jezična komunikacija prije svega poistovjećuje sa standardnojezičnim normama, a tek potom s drugim komunikacijskim „pravilima". Preostalih 52 % ispitanika jezičnu kulturu veže uz neke druge njene osobitosti, poput neuporabe vulgarizama u svakodnevnoj komunikaciji, razvijenih verbalnih komunikacijskih vještina, poštivanja sugovornika i uvažavanja njihovih stajališta bez obzira na različitost mišljenja te ukupnost pravila o dobrom i pristojnom komuniciranju (*Grafikon 3.*).

Grafikon 3. *Tvrdnja koja najbolje opisuje pojam jezične kulture*



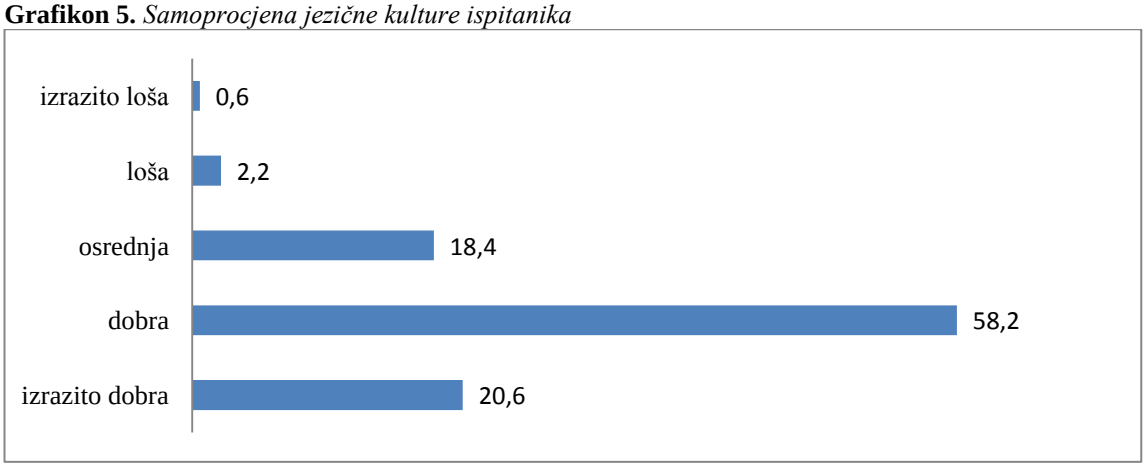
Polazeći od zaključaka Europske komisije o važnosti vještine komuniciranja na materinskom jeziku i potrebi njegova cjeloživotna učenja, sudionicima istraživanja postavljeno je pitanje u kojem su obrazovnom razdoblju najviše svladali pravopisne i pravogovorne norme hrvatskoga standardnog jezika. Odgovorom na ovo pitanje željelo se utvrditi poklapaju li se ili odstupaju stajališta studenata sa stvarnom zastupljenošću nastave jezika u određenom obrazovnom razdoblju. Naime, nastava jezika i jezičnog izražavanja u srednjim je školama bitno zapostavljena u odnosu na nastavu književnosti. 62,8 % ispitanika zaokružilo je niže odnosno više razrede osnovne škole. Odgovori ispitanika, dakle, idu u prilog višekratnim i višegodišnjim upozorenjima jezičnih stručnjaka (usp. Brozović 2005) o tome kako učenje jezika većinom prestaje nakon završetka obveznog, dakle osnovnoškolskog obrazovanja (*Grafikon 4.*). Takvi rezultati, također, potvrđuju potrebu promjene nastavnog programa iz predmeta Hrvatski jezik, ali i potrebu institucionalizacije nastave jezične kulture i izražavanja i na akademskim stupnjevima obrazovanja.

Grafikon 4. *Razdoblja u kojem su ispitanici najviše svladali norme hrvatskoga standardnog jezika*



Unatoč tomu što se velik broj ispitanika očitovao da se s jezičnom problematikom najviše bavio u osnovnoškolskom razdoblju, ipak oni svoju jezičnu kulturu smatraju dobrom (58,2 %) odnosno izrazito dobrom (20,6 %) (*Grafikon 5.*).

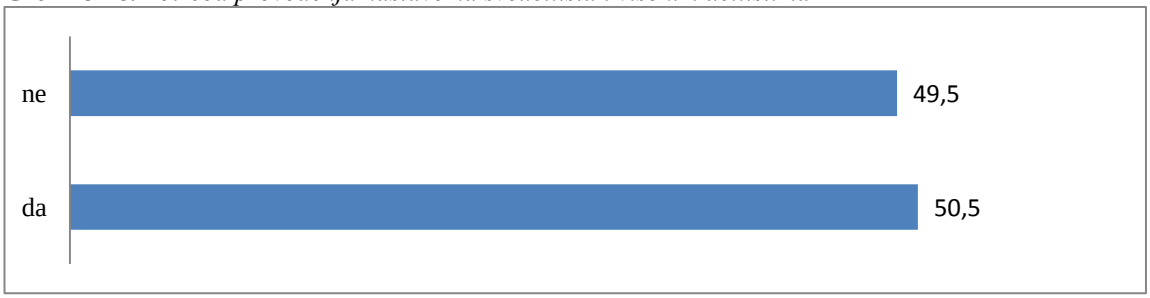
Grafikon 5. *Samoprocjena jezične kulture ispitanika*



Lingvistička analiza tzv. otvorenog pitanja u kojem su ispitanici trebali ukratko obrazložiti određena stajališta vezana uz jezičnu kulturu u velikoj mjeri, međutim, ne potvrđuje opravdanost takve samoprocjene. Istraživanje je, dakle, potvrdilo hipotezu, postavljenu na temelju internih nastavničkih praćenja jezičnih dostignuća studenata i njihova stajališta o vlastitu stupnju jezične kulture, o iskrivljenoj i neutemeljenoj percepciji studenata o vlastitim jezičnim sposobnostima, naravno, ako polazimo od stajališta da su jezična kultura i standardnost usko povezani. Odgovarajući na pitanje otvorenog tipa, studenti su činili brojne pravopisne, gramatičke, stilističke i leksičke pogreške i time pokazali elementarno nepoznavanje, ili pak nesposobnost primjene, standardnojezičnih pravila. Sadržajna analiza odgovora pokazala je pak zašto studenti imaju relativno visoko mišljenje o vlastitim jezičnim kompetencijama. Naime, većina studenata u svojim odgovorima, izravno ili neizravno, već samo služenje hrvatskim jezikom smatra dostatnim za sporazumijevanje pa sukladno tome iskazuje i visok stupanj jezičnog samopouzdanja. Takvim stajalištem ispitanici *de facto* negiraju razliku između javnog i privatnog govora ili, šire gledano, i između pojedinih funkcionalnih stilova hrvatskoga jezika, što u konačnici isključuje potrebu kultiviranja jezika.

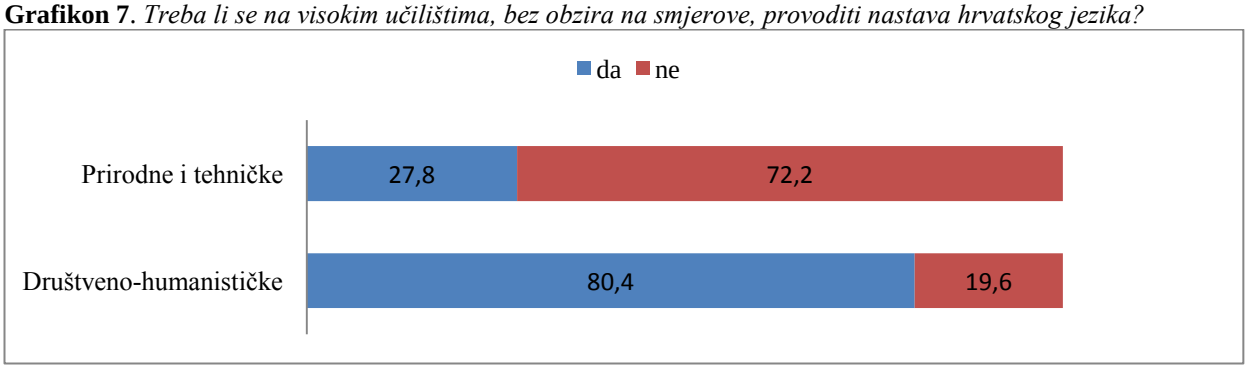
Na izravno pitanje vezano uz potrebu nastavka institucionalnog jezičnog kultiviranja ispitanici su se gotovo ravnomjerno opredijelili *pro et contra*. Od sveukupnog broja anketiranih njih 49,5 % smatra da nema potrebe na akademskim stupnjevima obrazovanja njegovati i usavršavati jezičnu kulturu, dok njih 50,5 smatra da bi jezična kultura i izražavanje trebali biti predmet poučavanja i na akademskoj razini (*Grafikon 6.*).

Grafikon 6. *Potreba provođenja nastave na sveučilištu i visokim učilištima*



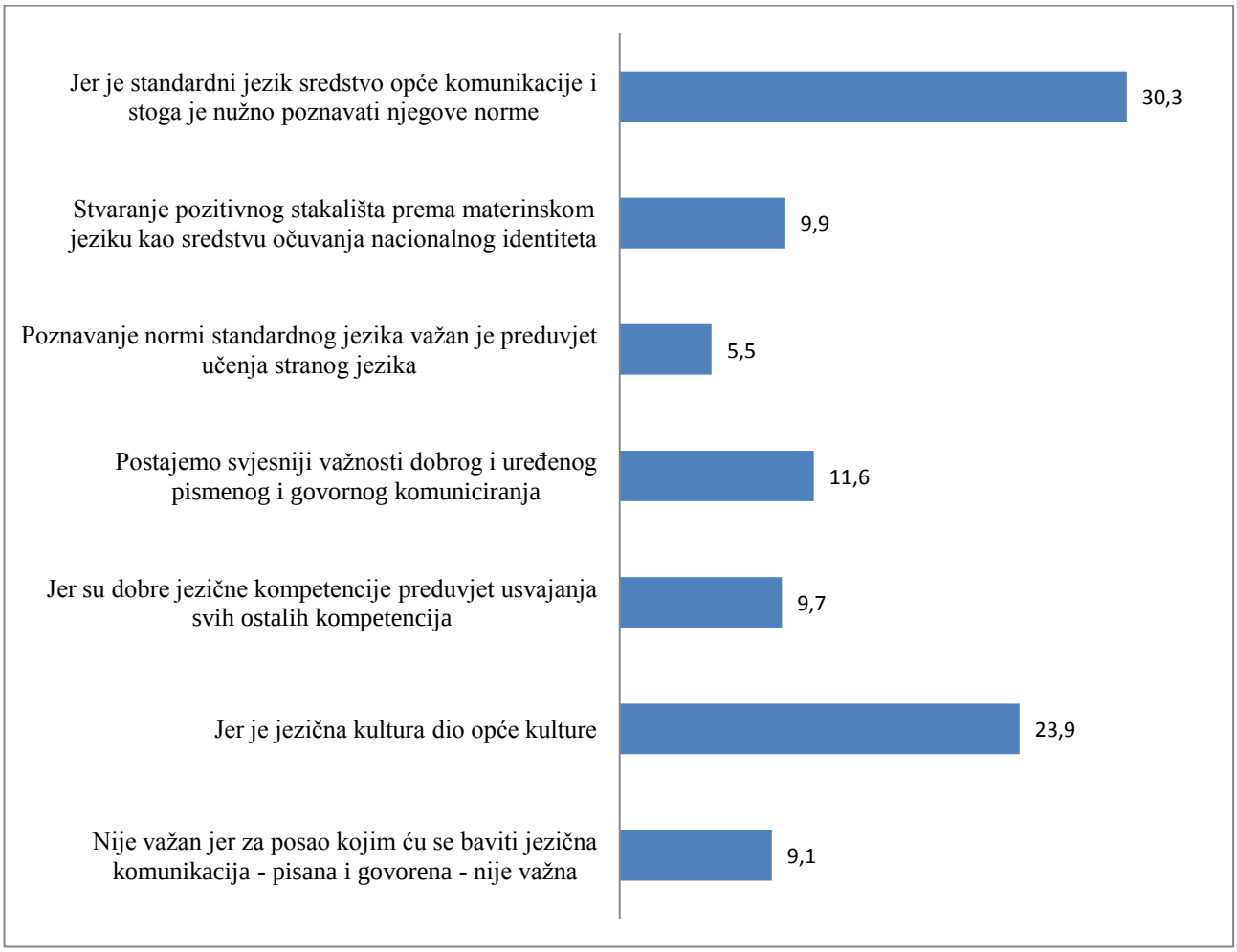
Međutim, podijelimo li studente na one društveno-humanističkog odnosno prirodno-tehničkog usmjerenja, dobivamo očekivano različit rezultat. Većina ispitanika polaznika fakulteta društveno-humanističkog usmjerenja (80,4 %) izrazila je potrebu za nastavkom institucionalnog kultiviranja jezika (*Grafikon 7.*). Unutar te skupine odstupanja su vidljiva tek kod ispitanika Fakulteta političkih znanosti i novinarstva čija su stajališta o tome treba li sustavno i stručno nastaviti kultivirati jezik i na fakultetu podijeljena. Interesantno je da je riječ o obrazovnom smjeru čije su aktivnosti najviše okrenute javnosti, dakle i najviše podložne kritičkom prosuđivanju, stoga bi se očekivalo da polaznici imaju razvijeniju potrebu usavršavanja i dotjerivanja jezičnih kompetencija. Za razliku od polaznika društveno-humanističkih fakulteta ispitanici prirodno-tehničkog usmjerenja u većem postotku (72,2 %) nisu iskazali potrebu za daljnjim jezičnim usavršavanjem (*Grafikon 7.*), dakle očito jezične vještine ne smatraju presudnima za svoj rad i napredovanje u struci.

Grafikon 7. *Treba li se na visokim učilištima, bez obzira na smjerove, provoditi nastava hrvatskog jezika?*



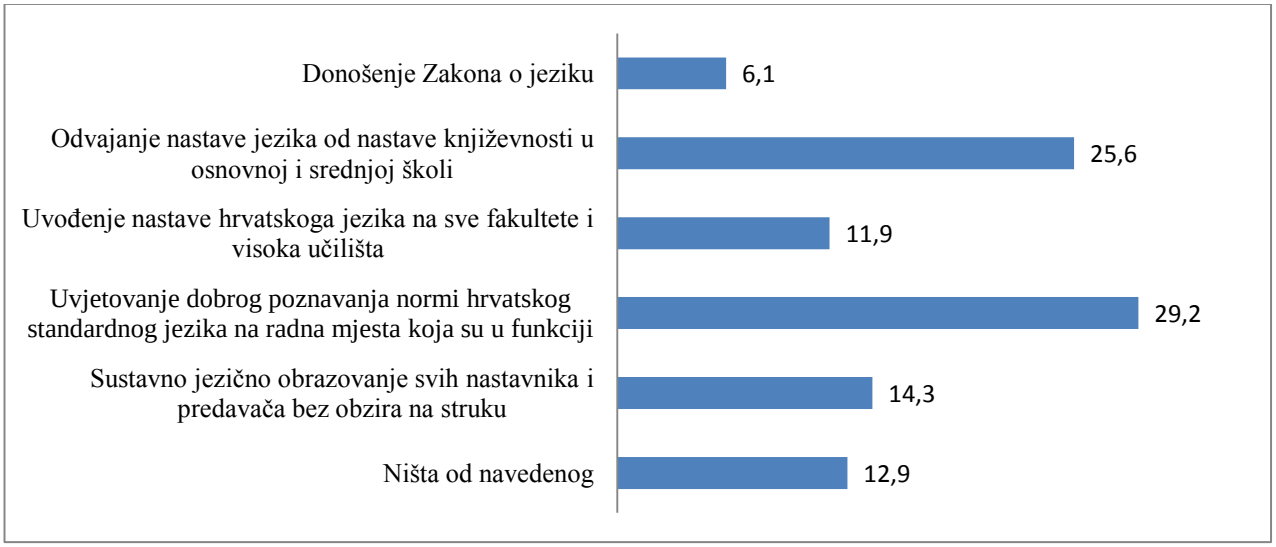
Indikativno je, međutim, da na pitanje zašto učenje hrvatskog standardnog jezika treba sustavno nastaviti i na akademskim stupnjevima obrazovanja, većina se ispitanika (90,9 %) opredjeljuje za različite razloge zašto to treba činiti, čime iskazuje opću potrebu i nužnost i takve vrste daljnjeg obrazovanja bez obzira na buduća zanimanja. Međutim,velik postotak ispitanika, njih 51,4 % (kolika je razlika između onih koji su se očitovali protiv nastavka institucionalnog jezičnog poučavanja i onih koji navode razloge zašto to ipak treba činiti) evidentno smatra da se to ne treba odnositi na njih, što se podudara s njihovom sviješću o dobroj/vrlo dobroj razini vlastite jezične kulture. Tek 9,1 % ispitanika ustraje na tvrdnji da daljnje kultiviranje jezika nije potrebno, i to stoga što smatraju da za posao kojim će se baviti jezična komunikacija – pisana i govorena – nije važna (*Grafikon 8*.).

Grafikon 8. *Zašto je važno učenje hrvatskog standardnog jezika i na akademskim stupnjevima obrazovanja*



Istraživanjem se također željelo utvrditi stajalište ispitanika o najefikasnijim načinima dotjerivanja i njegovanja jezične kulture (*Grafikon 9.*). Od šest ponuđenih odgovora četiri su (2., 3., 4. i 5.) izravno bila povezana s poučavanjem odnosno jezičnim kultiviranjem (*Grafikon 9.*) i za njih se opredijelilo sveukupno 81,1% ispitanika. Četvrtina ispitanika (25, 6 %) opredijelila se za odvajanje nastave jezika od nastave književnosti (čime se nastavnicima omogućava sustavno i kontinuirano bavljenje jezičnim izražavanjem i opismenjivanjem), što uz uvjetovanje dobrog poznavanja normi hrvatskog jezika za određena zanimanja (29,2 %), smatraju najprikladnijim načinima jezičnoga kultiviranja.

Grafikon 9. *Najefikasniji načini dotjerivanja i njegovanja jezične kulture*



Iako brojne europske države u jezičnu politiku uključuju i Zakon o jeziku, tek 6,1 % ispitanika smatra da se jezičnim zakonodavstvom može utjecati na dosege jezične kulture.

V. Zaključak

Istraživanje provedeno među studentima pokazuje oprečna stajališta ispitanika vezana uz potrebu kontinuirana kultiviranja jezika. Načelno ispitanici prepoznaju odrednice jezične kulture i važnost njezina njegovanja koje primarno vežu uz određene institucionalne oblike poučavanja i usavršavanja. U tom kontekstu 91,8 % ispitanika pozitivno se očitovalo prema učenju hrvatskoga standardnog jezika i na akademskim stupnjevima obrazovanja (*Grafikon 8.*), međutim od sveukupna broja ispitanika njih 49,5 % ipak smatra da bi se organizirano učenje hrvatskoga jezika na sveučilištu odnosno visokim učilištima trebalo odnositi samo na određene obrazovne smjerove (*Grafikon 6.*) . Pritom su ispitanici polaznici fakulteta društveno-humanističkog usmjerenja, u odnosu na one tehničko-prirodnog smjera, izrazili veću potrebu za organiziranom nastavom jezika, dakle prepoznaju jezik kao ključni instrument svoje komunikacije i budućega zanimanja. Na osobnoj su pak razini stajališta ispitanika o potrebi daljnjega jezičnoga usavršavanja gotovo ravnomjerno podijeljena što odgovora relativno visokoj procjeni ispitanika vlastite jezične obrazovanosti. Lingvistička analiza otvorenog pitanja vezanog uz jezičnu kulturu postavljenog u anketi, međutim, pokazuje da jezično samopouzdanje ispitanika nije utemeljeno na činjeničnom stanju. Odgovori ispitanika nedvojbeno upućuju na nedovoljno poznavanje pravila normativne i/ili funkcionalne gramatike, iz čega logično proizlazi nemogućnost objektivne procjene vlastitih jezičnih kompetencija što u konačnici implicira probleme u sadašnjem institucionalnom podučavanju jezika i jezičnoga izražavanja i nedovoljne skrbi o njemu.

Sadržajna analiza otvorenog pitanja pokazuje da se velik broj ispitanika izravno ili neizravno priklanja *jezičnom konformizmu* (Katičić 1986) nasuprot osobnom organiziranom i sustavnom radu. Pritom ispitanici izjednačavaju služenje materinskim jezikom s komunikacijskom kulturom (razumijemo se, dakle komuniciramo). Unatoč tomu što se u hrvatskoj stručnoj javnosti, nakon odbijanja prijedloga stranke Hrvatskih laburista o donošenju Zakona o javnoj uporabi hrvatskoga jezika (2010.), ponovo aktualiziralo pitanje i potreba donošenja takvoga zakona (Matica hrvatska i Hrvatski institut za hrvatski jezik i jezikoslovlje), tek 6,1 % ispitanika smatra da bi Zakon o jeziku podigao stupanj jezične kulture stanovništva. Nasuprot zakonskoj jezičnoj regulativi, ispitanici se ipak opredjeljuju za jezično kultiviranje koje se temelji na sustavnom jezičnom obrazovanju. Sveukupno gledajući, ispitanici su iskazali određene nedosljednosti u stajalištima vezanima uz potrebu institucionalnoga nastavka jezičnoga poučavanja nakon završene srednje škole koji su vjerojatna refleksija nejedinstvenosti i nedosljednosti u rješavanju određenih otvorenih jezičnih pitanja, ali i sveukupne jezične politike. Naime, potreba sustavne i

organiziranije skrbi o jeziku u pravilu se aktualizira sa svakim novim pravopisnim izdanjem[57] odnosno u trenutku kada se osjeća potreba dodatne zaštite hrvatskoga jezika zbog neke vanjske ugroze, kao što je primjerice bio nedavni ulazak Hrvatske u Europsku uniju.

Iako su jezična pitanja česta tema diskusija i polemika jezičnih stručnjaka, ali i amatera entuzijasta, Hrvatska, nažalost, nema posebno razrađenu strategiju jezičnoga planiranja i kultiviranja te jezične politike. To se ogleda u činjenici da ne postoje jedinstveni i obvezatni jezični normativni (preskriptivni) priručnici, ali i u zastupljenosti nastave jezične kulture i izražavanja u obrazovnom procesu te metodama podučavanja jezika. Odnos prema jezičnoj kulturi u hrvatskom društvu također proizlazi i iz činjenice što ni jedno radno mjesto (osim lektorsko) nije uvjetovano dobrim poznavanjem standardnoga jezika.

Kako se mijenja sociokulturna situacija pojedinca, tako se mijenja i njegov jezični repertoar. Dakle, učenje jezika je trajni proces koji svakako ovisi i o volji samih govornika, međutim isto tako je nužno stvoriti takvu društvenu klimu, uvjete i institucionalne temelje koji će omogućiti svakom pojedincu stvaranje pozitivnog stajališta prema cjeloživotnom učenju materinskog jezika odnosno osigurati mu kontinuirano i sustavno usvajanje i njegovanje jezične kulture. Istraživanje je, između ostalog, pokazalo da takav kontinuitet sadašnji programi učenja materinskog jezika ne omogućavaju.

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Mrežni izvori:

https://www.google.hr/#q=klju%C4%8Dne+kompetencije+za+cjelo%C5%BEivotno+u%C4%8Denje

http://public.mzos.hr/Default.aspx?art=12857

[57] U dvadesetak godina hrvatske samostalnosti tiskano je preko 20 pravopisnih izdanja.

INTERDISCIPLINARITY FOR THE SCHOOL OF FUTURE
THE NATURE OF INTERDISICIPLINARITY IN HIGHER EDUCATION IN CROATIA

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Abstract
In higher education, interdisciplinarity involves the design of subjects that offer the opportunity to experience "different ways of knowing". Such education is increasingly important in a global knowledge economy. Many universities throughout the world have begun to introduce interdisciplinary studies or subjects to meet this perceived need. This paper examines interdisciplinary education in the higher education institutions in Croatia. Our purpose was twofold; first we have located the master's level education programs offered by accredited universities and colleges in Croatia. Second, we gathered enough information about those programs to be able to comment on their underlying philosophical foundation and compare their mindset in order to determine if there was interdisciplinarity. Using catalogues and program descriptions, the analysis was undertaken to find interdisciplinarity in programs. We were able to establish four categories of core courses based on groupings of similar and/or related courses at the state and private universities. The original idea of the data collection was to conduct a longitudinal study to see how the universities has been enforced/changed over time in the specific working life situation under study. The findings generally support the notion that higher educational programs should be created with humanities - interdisciplinary. The fact is that by studying the arts, cultural history, literature, philosophy, and religion, students develop their powers of critical thinking and moral reasoning.

Keywords: interdisciplinary education, higher education, critical thinking

OUTLINE OF PEDAGOGY PERSONAL AND EXISTENTIAL

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Abstract
The past age was a time of turbulent historical events that often influenced the current, emerging scientific thought. Many scientific disciplines in the world developed spontaneously in that period. On the one hand already existing concepts were being enhanced through original theories (for example, personalism), on the other hand new world-view ideas were arising (such as existentialism). The educational sciences were also evolving. In Poland, under the influence of marked philosophical currents, there appeared an innovative and clearly humanistic educational concept called personal – existential pedagogy. This article will address the most meaningful assumptions of this concept. Included will be the so-called pedagogical categories loomed on the way of synthesis of the personalistic education postulates and some of the assumptions of existential philosophy, such as: authenticity, dialogue and involvement. Since Fr. Prof. Janusz Tarnowski is considered as the originator of the personal – existential pedagogy, his most important opinions about education will be summed up. As 23 October 2013 marks the first anniversary of this outstanding pedagogue, psychologist and feature writer's death, this article recalls and commemorates his major contribution to current pedagogical thought.

Keywords: personalism, existentialism, education, engagement/involvement, authenticity, dialogue

Introduction

The 20th century is a particular period in the history because of the developement of varied areas of social life. It is a fact that compared with past ages mankind has never had to deal with such fast progress of economy and civilization. These transformations often resulted from scientific initiatives, although they – at the same time – stimulated those initiatives, practically in every sphere of human activity. As a consequence science strode into a new age of research thought, which we regard from today's perspective as modernity or modernism. The ideas proclaimed by noted scholars of this period not only revolutionised the past century under many aspects, but also influenced current scientific thought.

In that time both environmental mathematical and humanistic social sciences experienced a rise in activity. The effects of exact scientific solutions are – mainly because they impact on comfort and improvement of life quality – clearly noticeable (plane, television, laser etc.). But the results of humanistic and social science research activity stay often enough unnoticed or are ignored. This article will focus precisely upon these humanistic branches of scientific development, with specific reference to educational science.

Contemporary educational scholarship has exactly described concepts and analyzed stances, whose diversity and multitude confirm the renaissance of pedagogical thought and its methodological grounds both in the world and in Poland (Krüger, 2007, p. 15-139; Wołoszyn 1998). Consideration of space forbids discussing all of them. This article will outline two distinct philosophical concepts, which have engendered this novel trend in education. In order to strengthen educational interactions it is recommended to digest the personalistic education with so-called "existential acid" (Tarnowski, 1993a, p. 54). The synthesis of those major scientific currents has given rise to the personal – existential pedagogy.

Personal – existential education basis

The educational concept under discussion has its basis in personalism. The term personalism, formed on antipodes of naturalistic – materialistical sceintism, is supposed to be used for the first time in a positive context in 1799 by Friedrich Daniel Schleiermacher (Mółka, 2003, p. 71). Formerly, for example in French literature, the appellation *le personnalisme* referred to egocentric attitudes or was used to name a characteristic way of individualism (Bartnik, 2008, p. 117). But a diametrical developement of modern personalism occured first in the 20th century, mainly by the German philosopher – William Stern. Thanks to a progressing fascination with personalistic vision of the human being there have been developed many different variants of this current. The most important are, inter alia, metaphisical, ethical, social – moral, religious, philosophical and theological personalism (Nowak, 2009, p. 236). Chronologically, the greatest representatives of diverse variants of personalism in the world and in Poland include N. Hartmann, I. Kant, E. Mounier, M. Scheler, K. Barth, R. Guardini, D. Bonhoeffer, M. Buber, R. Ingarden, J. Maritain and F. Sawicki, W. Granat, M. Gogacz, M. A. Krąpiec (Cichosz, 2010, p. 195).

The word personalism derives from the Latin term *persona* (in Greek: *prosopon*), translated as "form, human entity, subject of actions" (Kowalczyk, 2012, p. 14). The deeper sense of this term relates to its etymology. The grounds of personal – existential pedagogy are based especially on Christian personalism. Hence, from exactly this perspective it will be tried to point out some of essential traits, which inspired the education process. This philosophical–social direction, steeped with humanism, has been popularized mainly by personalists from France such as Emanuel Mounier and Jacques Maritain.

For Jacques Maritain, a solid and thorough human education had to be based on foundations of Christian vision of human being, because such a concept constitutes „the most genuine concept of a human being" (1993a, p. 64). According to this every human being has its own mind and free will. Owing to this fact he differs from an ordinary physical entity, which is confirmed also by his dualistic nature that manifests itself through the existence of a soul, beyond the material body. The spirit, according to Maritain, constitutes the root of personality (p. 66). Obviously, as per Christian study, the spirit is the residence of God. A human being – created in God's image – possesses unalienable dignity and can find the full satisfaction only by striving toward to the absolute values, to the highest divine Absolute. It is worth mentioning that because human dignity is connected with human rights, some of teachings of Jacques Maritain were referenced by the United Nations in the Universal Declaration of Human Rights of 1948 and in the Declaration of the Rights of the Child of 1959 (Kunowski, 1993, p. 102).

In the thoughts of the Thomist Jacques Maritain, it can be assumed that the depicted personalistic anthropology is characterized above all by integral conceptualization of a human being as a person. It has to be pointed out that, what he understood under the term of a person, was "the universe with rational nature gifted with the freedom of will and thereby constituting a world-independent whole" (1960, p. 16). In the quoted definition it is easy to notice that free choices of a human being are what is essential for his valuable life. But it has to be marked that those choices will be adequate for a human being only then, „if the life of the spirit and the freedom will be dominating in him above the life of passion and senses" (Maritain, 1993, p. 45).

To Emmanuel Mounier, personalism is a kind of spiritual revolution (1960, p. 164), intended to defend a human being torn apart by the modern world. For the materialistic vision of the world more and more often blots out the transcendental nature of a human being. In order to avoid the immanent shallowness of life it becomes necessary for the people in the age of modernity not to yield to the delusive and shallow temptations of an ordinary day, but to head toward to the whole of humanity, transcending the formulaic schemes. In all spheres of life and above all referring to the intentional and intended process of education, it cannot be forgotten that every human being is unique and one-time (p. 196-198). This assumption implies the necessity to considerate the principle of unpredictability of human behavior on our pathways, but also wakes the consciousness of the influence of our own uniqueness towards them.

What kind of sense is added to the education by personalism? Without inquiring into the concept of Christian personalism, not yet addressed here, the most important sense is the subjectness as the main principle relating to the master – student relationship in the process of education. As an answer for the above-asked question we can agree with Bogusław Bieszczad that "the sense of education is (…) the personal development of a human being, the essence of which is to lay oneself gradually open to the horizon of the world of values by implementing them and participating in their world" (1998, p. 37). Personalism in education is therefore understood as an attitude of respect towards a human being, but also as an attitude of giving recognition to rights and responsibilities of a person as well as the concern about his growing on the way of values towards the full autonomy.

The concept of education, as suggested by Fr. Janusz Tarnowski. is based mainly on paradigms of personalistic education. However, its contents are orientated on the educational situation of specific people; therefore it seeks its scientifical basis also in dialogue, philosophy and in existentialism (Krasnodębski 2009, p. 165). The philosophy of dialogue will be

treated in greater detail later; first it will be necessary to discuss the intellectual current called existentialism and its influence on the personal – existential pedagogy.

Søren Kierkegaard (1813-1855) is often identified as the creator of this modern philosophical current, notwithstanding this existentialism conforms to scientifical goods of the 20th century. Kierkegaard exerted great influence upon existential philosophy, however it flourished especially in the periods before and after WWII. The full development has been achieved about 1930 due to the German philosophers – Martin Heidegger and Karl Jaspers, they are also credited with the promulgation of this thinking stream (Tatarkiewicz, 2002, p. 347).

Two types of existentialism are usually distinguished: theistic and atheistic existentialism. One of the most recognizable representants of the Christian existentialism is Gabriel Marcel, on the other hand the lay existentialism has been spread mainly by Jean Paul Sartre (Wołoszyn, 1998, p. 81).

Most important for this article the problem of using some elements of existential philosophy in the elaborated educational concept of the border of the Christian pedagogy. As it turns out, the atheistic character of some sections of this philosophy fails to render it unusable by Fr. Janusz Tarnowski, although his concept is focused upon Christian education.

Contrary to personalism, existentialism is characterized by a pessimistic vision of the human being. A man's freedom – examined with categories of existentialism – is not, what a human gets, but rather what dooms him to the necessity of making hard decisions. Human existence becomes thereby transitional, exposed to failure, which causes a person's anxiety, angst, and concern about the correctness of life's choices. It can be said that drama and tragedy are indivisible attributes of the human existence. It is illustrated with paradoxes, in which a human being (defined sometimes as a "thinking reed", „*animal* rationale", „a saint and a sinner") seems normally to be involved (Tarnowski, 1991a, p. 72). The particular paradox, above all in terms of personal – existential pedagogy, is the dual „I" of a human being. The first one has got an external, mental character, but the second „I" is the deepest one, which the essence of human existence is expressing itself through. The dramaticity of a human soul consists – according to Fr. Tarnowski – in suppression of the second „I" with the first one. Owing to this fact, the personal – existential education is that the «essence» of a human being spews out of his subconsciousness and becomes a force that consciously guides the movements of the psychic «I»" (ibidem).

While making efforts to individualize the existential traits characteristic of Fr. Tarnowski's thought (1995a, p. 76-77), a special attention has to be given above all to the following aspects. Primarily the aspect of a "person" has been more fully activated by putting his existence (which is characterized by variability – is transitional) in the foreground. Further, thanks to a individualized approach to a human being, which has been hardly emphasized in the existential philosophy, personal – existential pedagogy is far from an abstract perception of the subjects of education – it is centered upon exactly existing people. Moreover, basing on existential beliefs concerning the apersonal life (according to Fr. Tarnowski's thesis a human being, despite his ability to a personal life, can not necessarily „live his life to the fullest", relegating himself to a superficial existence as the result of yielding an anonymous opinion or fashion) a particular signifcance for the personal – existential pedagogy gets the task of an authentic development of the personal life. Also, every human person in the perspective of the suggested education concept has his own and unique „place, date, family, character" - in other words, his uniquely characteristic educational situation. Also significant is the existential involvement, which becomes – by making a being guided only by his own choices – a necessary challenge in order to fullfill his ambitions, to actualize his development. But the free choice, according to the assumptions of existentialism, constitutes a particular characteristic, which discerns the human being from the whole world. Finally the last (but not least) aspect taken from existentialism – the dialogue as a constitutive quality of a human person.

Three of these aspects, which characterize existential thought, can be used for the means of education. They can be accepted as pedagogical categories and will be described in the next part of this article.

Educational concept by Fr. Janusz Tarnowski

The personal – existential pedagogy, also called Christian existential pedagogy, is classified as a contemporary educational current. Fr. Prof. Janusz Tarnowski (1919-2012) is considered to be the forerunner and most noteworthy representative of this pedagogical concept in Poland. He proclaims that it happens in the modern society that certain activities are sometimes classified as education, despite having nothing to do in fact with the educational process. As an example of such antinomies he mentions training, administrating, coaching, moralizing and personality formation (Śliwerski, 1998, p. 66-67). In opposition to those activities he reminds us what an education reallly is, offering at the same time an innovative educational concept. The question of why these certain activities have nothing in common with education in the exact meaning will be answered a bit further; in the meantime let us outline fundamental foundations of the personal – existential educational system.

From the personal – existential perspective education is understood as „a totality of ways and processes that help the human being, especially through the interaction, to actualize and develop its humanity" (Tarnowski 1993b, p. 66). The definition above (which is a modification of a well-known definition suggested by the German professor Klaus Schaller) emphasizes some crucial aspects that fall in line with the personalistic education thought. Firstly, if the aim of education is thought to be actualizing and growing in one's humanity, it is easy to notice an analogy to the Christian anthropologists, who for this reason, emphasized the fully humane dignity of every human being. It means that the education, as an activity with a humane mien, obligates the educator to respect the student without regard for the differences (intellectual differences, age etc.) between them. Considering this people who pretend to be educators should avoid preponderating attitudes towards their

charges. Moreover, they should even avoid treating them like children. Janusz Korczak wrote: „It is one of the most mischievious mistakes to think that pedagogy is a science of a child. There are no children – there are people, but with a different range of concepts, a different experience, different desires, different game of feelings" (Korczak, 1978, s. 198).

Secondly, in the modified definition of Fr. Tarnowski, "manners and processes" that help a person to actualize his humanity happen mainly (but not only) on the way of interaction. Education is thereby treated as a meeting of subjects, who participate in it – a teacher and a student. This introduced educational relation has a clearly dialogic character. Both of them (teacher and student) have an affect on each other, hence, it can be even assumed that they educate one another (Buber, 1992, p. 138-142; Tarnowski, 1993, p. 56). To the consciousness of this mutual influence of the education subjects, meaningful since the subjects achieve their highest level of humanity, there is added an educating – educational action, which is focused on oneself. The expression „particularly through interaction", which has been used by Fr. Tarnowski does not actually exclude the self-education. It means for the teachers that they have to develop themselves constantly through self-improvement of their own scientifical-didactic expertise, and for the students that they have to aim to the readiness to take over the rudders of the responsibilty for their own future and development.

A clearly outstanding aspect of understanding education, from the personal – existential perspective, as a meeting, is transcendence. Beyond the meeting in a horizontal dimension, i.e. between the educator and the student, there is – according to Fr. Tarnowski – one more type of a specific meeting. It takes place in a vertical dimension and applies to the Absolute alone, i.e. to God. It is indeed exactly him, who allows the student to have a chance – as Janusz Tarnowski wrote – to touch „the core of own existence" (1991a, p. 72). In other words, with the transgression it is assumed that a human being is capable of oversteping himself and effacing the border between the superficial "I" and the deep "I".

As mentioned earlier, education is concerned with releasing the authentic „I" from the superficiality of the subconscious "I". But to many people the true "I" rooted in the real depth of humanity seems to be eclipsed by the external character, which constitutes a kind of a mask. That mask is nothing but delusions, thoughts or feelings – sources of anxiety, angst or joy, which hinder this particular person from discovering the essence of a human existence. The mask that covers the real person is made of simulated projections, which can result from many factors. But usually they happen as a result of alienating processes, which emerge of other peoples' opinions, particularly of the officiously mapped aspirations of other people (for example parents' ambitions transferred to the children; these ambitions can apply both to the choice of the future profession and of the hobbies – which are not uncommonly imputed to the "little people"). A human being, who falls into a paradox of the dual "I", has gotten rid of the authenticity of his own image in favour of sham attitudes, which are allegedly a guarantee of making a good impression on others. Due to the pressures of environment his development fades into the background, and even becomes unsafe. In order to avoid reification, objectification or an absolute alienation it is necessary to disengage oneself from the mask, in other words to finish with the delusive life and to begin a life that is based on absolute values. Fr. Tarnowski notices that the moment of tearing off the student's mask is a peculiar way of waking up the person to an authentic existence, which Emmanuel Mounier exhorted to do (Mounier, 1960, p. 75). As we remember, for the author of "Wprowadzenie do egzystencjalizmów" ("Introduction to existentialism") education does not consist of fabricating, but precisely in waking up the student.

Acknowledging the terminology of a personalist from France, we will ask a question: how can we head for awakening of students? In the words of Father Tarnowski: *we should start with a belief that in every human being exists the real, deepest "I". So the aim of education is to arouse that place inside – using dialogue, authenticity. For example in the seminaries – it is not about seminary students to achieve a kind of a tinsel, an external gloss and to stsy innerly unchanged. As long as we won't help a human being to awaken his inside, it will be just an empty declaration, beautiful words. The art of education consist first of all in "awakening" the inside in oneself and then to help by releasing the deepest "I" in other people.* (1991b, p. 56). Therefore, the aspect of involvement should be added to the already mentioned dialogue and authenticity. The pointed out properties form the quintessence, which results of fusion of personalism and existentialism for the needs of an innovative current in pedagogy. According to the assumptions of personal – existential pedagogy the effectiveness of education is conditioned inter alia by those three pedagogical cathegories: authenticity, dialogue and involvement.

Authenticity is on of the conditions that enable to release oneself of delusive and apparent educational effects, illustrated by a metaphoric mask, which covers the real inside of a person. Because a relation between two human beings is clearly noticeable in Fr. Tarnowski's definition, it is demanded for the authenticity to be mutual, i. e. to characterize both student and educator. Due to this, a teacher should not achieve his goals via rigid schemes. In that way he would be relegated to play a role as an actor in the theathre. By avoiding the projections, which are delusive and incompatible with his image of himself, his task is to constantly aim at making his own image always appropriate to the reality. First then it is possible to "tear off the mask" of the student, i. e. to awaken his person to an authentic existence (Tarnowski, 1995a, p. 80).

Two major stages (initial and fundamental) are key to achieving full authenticity (Tarnowski, 1991a, p. 75). In the first of them authenticity has a negative sense and it expresses itself in tearing off that mask, so it assumes replacing the falsified identity for an objective image. The second stage reflects the positive meaning of authenticity, it consists in being "fully oneself". This stage is usually related an action, which reflects the thoughts, feelings and will of a person. However it has to be mentioned that – similarly as in the case of Jacques Maritain – this action is not giving in to the mood or succumbing to ttemptations, because it has to express itself in a free choice that emphasizes the adhesion to the chosen Highest Values, i. e. in the fidelityto the deepest "I". This kind of freedom in education from the personal point of view characterizes – as Franciszek Adamski has correctly noticed – "not the lawlessness, inability to take on any obligations, but (…) the ability to

choose good and fulfill it: continual searching for what has already been learned and recognized as worthy of our pursuit – for this is the way of our personal improvement" (2005, p. 15).

As it has already been mentioned, the educational relation is a purely dialogic relation. Taking this fact into consideration, Fr. Tarnowski has dedicated great attntion to defining the essence of a true dialogue, often appealing to that unquestioned authority in the philosophy of dialogue – Martin Buber. On the basis of Buber's postulate – that a human is a purely dialogic being – a fundamental meaning gets the ability of making an authentic dialogue, especially in the process of education.

According to some of the interpretations, a dialogue can be also an ordinary conversation or discussion. Meanwhile, to Fr. Tarnowski, this conception has a much brighter meaning. A conversation means rather an ordinary exchange of thoughts, while a discussion consists in portraying the own attitude without any special concern for understanding and for any cooperation with the discussing people (1995b, p. 39-42). Both conversation and discussion can be just a sham dialogue. That is the reason why those two communication forms cannot be fully associated with an authentic dialogue. In order to study the essence of the real dialogue, personal – existential pedagogy explains its forms and types.

The forms of dialogue, distincted by the forerunner of personal – existential pedagogy, are composed of three components. These are: method, process and attitude (1992, p. 126-127). Method of dialogue means in other words the way how should be held the communication between the subjects of education to guarantee them a mutual understanding (intellectual aspect), closer acquaintance (emotional aspect) and cooperation (volitional – praxeological aspect). Therefore dialogue includes the whole human, the sphere of his thoughts, feelings and actions. The process of dialogue takes place, when at least one of the elements thus outlined exists between the dialogue partners. But the readiness to actualize those elements, i. e. opening to understand the other person, making a closer aquaintance to him and cooperating with him tells of the attitude of dialogue.

Among the types of dialogues Fr. Tarnowski pays attention to three meaningful ones (p. 127). First of them is factual dialogue, which includes the whole reality that surrounds people. It occures, when dialogue partners are aiming, through the exchange of their observations, at the value of TRUTH. This cognition is the more objective, the more multidimensional will be the attitude of each dialogue participant. The second one is personal dialogue, to make it happen required is a mutual opening to the other man, externalizing of one's deepest "I". Showing inner experiences to the partner is intended to aim at the values of GOOD and BEAUTY. However it is worth remembering that this type of dialogue is based on freedom, wherefore revealing to another person one's innermost feelings, penchants, moments of rapture but also falls should occur voluntarily. Finally the third type, which is existential dialogue. Its proper objective is defining the value of LOVE, which allows to dedicate one's own life to another person. Since it is assumed that the expression of this type of dialogue should consist in dedicating oneself to the disposition of the partner, achieving it depends upon getting rid of egoism, pride and the sense of superiority.

The implementation of Fr. Tarnowski's approach to education begins at the moment of meeting, when the teacher enters the world of the student. It is crucial to learn and understand the student's unique existence in an attitude of respect and kindness towards him. Yet, first of all the educator has to determine the factors that condition the actual situation, in which the student's existence stands and to verify his needs: his aspirations, concerns, anxieties. The described pedagogical activity is indeed the engagement (involvement). This term derives from a French word *engage*, which initially described a soldier, who has voluntarily undertaken military service (as opposed to a conscript soldier) (Tarnowski, 1995a, p. 83). Involvement thus means, in the personal – existential pedagogy, a voluntary and selfless dedication to a case or a person.

Conclusion

Without a doubt the 20th century was the heyday of educational science. Already existing pedagogical trends have been intensively developed and many innovative currents have been formed. Even so, this multitude of educational concepts does not yet guarantee a comprehensive and accurate conceptualization of what exactly the educational process is. It can be said that education includes a multidimensional interaction, which – since it is oriented on a person – requires nicety. It is therefore unsurprising that no definition proves completely satisfying to everyone. However it shall be assumed that all attempts of interpretating the subject of pedagogical studies, which aim at achieving the development of a human being, are admissible, provided that those studies tending toward pseudo-education are not tolerated. Based on this premise it is not hard to notice that the personal – existential educational concept stands clearly in opposition to all treatments, which have nothing in common with education.

Coming back to the educational antinomies (Śliwerski, 1998, p. 66-67), let us again recall the activities of Fr. Tarnowski, which are sometimes – in spite of having very few in common with education and acting often actually in opposition to education – identified with this process.

An exemplary reflection of such activities is included in the postulate of the „formation of personality". If we speak about affecting the student by formation of his attitudes, we restrict ourselves to an unilateral acceptance of the activity by teacher. Meanwhile, as it has been shown, the pedagogical process has an interactive character, so it would be a mistake to degrade the person of a student into a role of a passive object.

Similarly, we can talk about an educational antinomy by refering to the concept of „coaching", which is sometimes by mistake used as a synonym with education. No amount of this activity can be substituted equally for the educational process.

Moreover, coaching allows to improve a specific sphere of a person only in the technical dimension and it will never impact on the whole personality. In opposition to such superficial interactions, personal – existential pedagogy emphasizes in its assumptions the integral development of a man.

Also, the act of continually evaluating, i. e. exercising an inordinate control, continuous verification of a person (called more often as an entity…), has little in common with an actual education. Formalized relations are not conducive to an atmosphere of kindness, what makes it more difficult to achieve the educational goal. Besides, the goal alone seems to be malformed. Education should aim at good effects, oriented on a person. But in the case of administrating it is not effects, what matters, it is rather a restrictive abiding by certain norms, basing on which some specific external goals should be achieved. Considering the guideliness, brought out of personalism in this elaboration, it would be something impermissible to act influenced by the motto "to trample over people to achieve the aim", Assuming that a person is the subject of all educational actions, personal – existential pedagogy always puts the human in the center of it's researches and activities.

Training has been discredited by the originator of personal – existential pedagogy as an extreme type of actions that should be in fact purported to be pseudoeducation, as it basically consists of imposing certain behaviors by punishments and rewards. Whatever positive results it might achieve rarely last very long.. Also a training is deprived of anz humanism and it's impingement is associated with animals. This pejorative connotation clearly disqualifies treating training as any sort of education.

Training is a massively different approach from that of Fr. Tarnowski. Some people called Fr. Janusz Tarnowski "Korczak in a cassock". Analogically to the "Mały Przegląd" (a weekly edited with children) that has been initiated by the Old Doctor (Korczak), Fr. Tarnowski has initiated an editorial series entitled: "Dzieci i ryby głosu nie mają?" ("Children should be seen and not heard?"). According to Korczak, the publications encourage the intellectual activity of children and youth in age of 5-15 through answering many questions on many themes. This and many other initiatives of Fr. Tarnowski certify his longstanding pedagogical activity basing on the educational dialogue, which is outlined in this elaboration. Almost to the end of his life, Father Tarnowski remained devoted to the improvement and refinement of his pedagogical theories, thereby reinforcing the permanence of the education process by his own example. As we recall, education cannot come down to any short-term activities, nor to be put in any statistic norms (Tarnowski, 1992, p. 119-122). The task of a human is to continously head towards to transcend himself. Therefore stands to reason that – since the human development should have no ending – the educational activity should be never reduced to any certain stage of his life. In fact, education should not be confined within any temporal frames. This special and particular process should be developed throughout the entirety of a learner's life.

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KOMUNIKACIJSKI MENADŽMENT

COMMUNICATION MANAGEMENT

VIRTUAL ORGANIZATION – THE FUTURE HAS ALREADY BEGUN

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Abstract
A virtual organization is a collection of geographically distributed, functionally and/or culturally diverse entities that are linked by electronic forms of communication and rely on lateral, dynamic relationships for coordination. Virtual organizations provide employees the freedom to work from any place and at any time. Identification has been considered to be the glue linking virtual workers and their organizations. In this context the question may be raised how employees in virtual organizations sustain organizational identification. However, the real question is whether organizational identification is needed at all and whether any glue, except communication, is needed to link virtual workers and their organization. The virtual organisation in the future will have an almost infinite variety of structures, all of them fluid and changing. The focus of virtual organizations will inevitably shift from "who we are" to "what we are doing", from organizational structure to projects or products.

Key words: virtual organization, organizational identification, communication, shared vision

1. Introduction

For most of the last century, large corporations have created mass-production systems that have required the congregation of organizational employees at central places of work [Garud & Kotha, 1994]. The advent of information technologies, however, has enabled a decentralization of work [Kogut & Zander, 1996; Lucas & Baroudi, 1994]. Specifically, it is now possible for organization members to work together while being spatially and temporally decoupled from one another.

Due to the rapid advances in information and communication technologies, virtual organizations are expected to play an increasingly important role in the global economy. A number of companies in some sectors will soon exist only at a virtual level. The main difference between virtual organizations and traditional ones is in the way they deal with knowledge: the traditional corporation stores knowledge by binding employees long-term; the virtual enterprise of the future buys knowledge on the market as the need arises! The result will be [Galbraith, 1995] a "company without walls" that acts as a collaborative network of group of people working together, regardless of location or who owns them. Today, it is widely alleged that the business organisation of the future will be virtual. But precise definitions of what it means to be a virtual organisation are not easy to find.

It is clear where from is the origin of the phrase. It comes from the expression "virtual reality", an experience in which electronically created sounds and images are made to resemble reality. The organizational process in virtual organizations is not restraint by space and time. Members of a virtual organization may never meet face to face or do not have to. The virtual organization has an appearance of classical organization but it is certainly not. A virtual company resembles a normal traditional company in its inputs and its outputs. It differs in the way in which it adds value during the journey in between.

In other words, a virtual organization can be defined as a goal-oriented enterprise composed of multiple members who reside in geographically dispersed locations and use technology media to communicate and coordinate the fulfilment of a defined objective or task [Workman, 2005]. First, a virtual organization is an enterprise composed of multiple members. A member of a virtual organization could be defined as any individual, group of individuals, or formally organized enterprise recruited to serve as a satisfier of an input requirement [Mowshowitz, 2002]. Second, members of virtual organizations reside in geographically dispersed locations i.e. they do not live within reasonable driving distance of each other and are restricted by location from sharing the same physical workspace [Stoica & Ghilic, 2009; Nemiro et al 2008]. Often, members of virtual organizations live in different countries and across multiple time zones. Third, members of virtual organizations communicate and coordinate activities through technology media e.g. email and or Internet applications like Skype, Instant Messenger, and GoToMeeting [Stoica & Ghilic 2009; Nemiro et al 2009].

What can motivate a group of people and organization to create a virtual organization, considering that a virtual organization is one among many of specific forms of organizations from a continuum of various possibilities? The reasons for organizations becoming virtual may include:

- Globalization, with growing trends to include global customers;
- Ability to quickly pool expert resources;
- Creation of communities of excellence;
- Rapidly changing needs;

- Increasingly specialized products and services; or
- Increasingly required to use specialized knowledge.

The creation process raises new challenges for organizing in a virtual setting. Traditional organizations can rely upon relatively explicit and concrete factors to serve as the basis for linkages between employees and the organization. These elements are less readily available and less indicative of meaning in a virtual context. So the question is what is the "glue", besides communications, that links employees in a virtual setting?

2. Virtual organization

The intensive use of information technologies brings too many challenges and changes within/through organizations that a great deal of papers has been written on new forms of organization generated by the development of information technology. Nowadays, the real debate relating to new forms of business is summed up to virtual organizations. What is a virtual organization?

Pang [2001] simply defines a virtual organization as: "a flexible network of independent entities linked by information technology to share skills, knowledge and access to others' expertise in non-traditional ways". Despite its diffuse nature, a common identity holds the organization together in the minds of members, customers, or other constituents. Relationships within the virtual form are tenuous. In fact, a key implication of virtual organizing is that these forms are more reconfigurable, their boundaries are considerably more blurred, and their relationships are more likely to be contractual than traditional forms. The components (individual workers, teams, departments, units or firms) that make up a virtual organization are geographically distributed, functionally or culturally diverse, electronically linked, and connected via lateral relationships. In such an organization, employees work in a virtual work environment in which human, physical and technical resources are located where they contribute most effectively to attaining business objectives.

The process of virtualization may be taken at different levels. There can be several levels in the process [Mowshowitz, 2002]:

- Group level is regarding local tasks involving a group of people in a distinct organization via distance communication process.
- Organizational level where information technologies are used to coordinate the activities of the organization as integration.
- Inter-organizational level is the highest layer where numerous organizations utilize the information technologies to coordinate an economic activity.

Outcomes of the virtualization process of an organization may be [Galbraith, 1995]:

- *Virtual team* as the simplest form of a virtual organization using information technologies to coordinate their connectivity and share their knowledge at lower cost.
- *Virtual project* can involve several people or organizations in the realization of certain task with a beginning and designated end.
- *Temporary virtual organization* is likening a virtual project involving several organizations in a designated period of time.
- *Permanent virtual organization* with an indefinite period of existence.

Pang [2001] noted the attributes of virtual organizations as:

- A dispersed network of skills and capabilities - The structure of a virtual organization is distributed among multiple locations resulting in the capacity of bringing in a wider pool of skills and capabilities.
- The use of communications and computing technologies - These technologies serve as the enabler that makes a virtual organization exist. Barriers of distance and time have been overcome by technology.
- Flexible, dynamic, restless - Organizations no longer are constrained by traditional barriers of place and time. Virtual organizations support dynamic changes to the organization including employee work environments and processing structures. Restlessness refers to the attitude to willingly change products and services, geographic dispersion or communication patterns. This has the potential of leading toward higher levels of innovation and creativity.
- Integration - When different individuals, groups and organizations get together in a virtual organization, they need to interact collectively to achieve success. This implies greater levels of collaboration, cooperation and trust. Integration leverages the synergy of individuals.

However, the question may be raised how employees in virtual organizations build and sustain organizational identification. Albert and Whetten [1985] argue that organizational identity is (i) what is taken by employees to be the *central* attributes of the organization; (ii) what makes the organization *distinctive* and therefore unique from other organizations in the eyes of the employees; and (iii) what is perceived by employees to be enduring or *continuing*, regardless of objective changes in the organizational environments. Following Patchen's [1970] identification theory, organization identification includes three components: (i) feelings of solidarity with the organization; (ii) attitudinal and behavioural support for the organization; and (iii) perception of shared characteristics with other organizational members.

Identification is a means by which organizational members define the self in relation to the organization. Thus, identification represents the social, psychological and spiritual ties binding followers and the organization, a tie that exists even when identification determines some critical beliefs and behaviours. Among them is interpersonal trust, goal-setting processes, internal organizational norms and practices, desire to remain with the organization, and willingness to cooperate with others [Blake, 1990]. Identification motivates members to coordinate their efforts to achieve organizational goals by enhancing interpersonal trust and cooperation.

In a virtual setting the same technologies that offer followers the flexibility to work "anytime and anywhere" may also separate the ties that bind organization members to each other and to their employer. Specifically, the clues that pull followers together in more traditional organizational settings include dress codes, shared language, shared organizational routines, and organizational identifiers such as organization charts, office buildings, and co-located followers. The links between virtual followers and their organizations may be less tangible and more social and psychological in nature. Additionally, the dispersion and dislocation characterizing employment in virtual systems strain the psychological ties between organizations and their members.

It seems that it is organizational identification which helps organizations meet some of the most critical challenges of the virtual work context, such as ensuring coordination and control. Research suggests that members who identify strongly with the organization are more likely to accept organizational goals as their own personal goals, are more likely to attend to superordinate goals, and are more likely to be loyal and obedient [Dutton, et al., 1994]. Organizational identification is expected to correlate with work effort, willingness to perform extra-role behaviours, and task performance. Thus, it has been believed that through its impact on employees' motivations, organizational identification facilitates coordination and control without the need for costly systems of supervision and monitoring.

Research [Huff et al, 1989] provides a theoretical link between organizational identification and communication. Specifically, research has found that communication can affect employee attitudes that may be strongly related to organizational identification. Communication can strengthen member identification because it provides organization members with an opportunity to create and share their subjective perceptions of the organization's defining features – its norms, values and culture.

Communication is fundamental to any form of organizing, but it is preeminent in virtual organizations. Without communication, the boundary-spanning among virtual entities would not be possible. Electronic communication enables parties to link across distance, time, culture, departments, and organizations, thereby creating "anyone/anytime/anyplace" alternatives to the traditional same-time, same-place, functionally-centred, in-house forms of organizational experience [O'Hara-Devereaux, 1995]. Communication in a virtual organization is critical for success. Virtual groups must share a broad range of information. If they are to act together as a single strategic unit, they must be capable to share relevant and consistent information. It is also necessary to develop the technological capability and compatibility to accomplish this goal.

Culo and Skendrovic [2009] describe the communication within in virtual organizations as interactive, complex and limiting process:

Communication interaction is due to the facilities given by information technology. Sending the message by means of Internet technology makes the relation between sender and receiver to be established in a very short time even if the messages are not directly sent to the receiver. Due to the use of information technology, coding and decoding the messages are made automatically without important modifications of the message.

Communication complexity is the result of diverse competences of the virtual team members, instability and weak demarcation of the roles within the virtual team. The members of a team with diverse competences gather much more abilities, skills and knowledge [Simons and Peterson, 2009] that can contribute on one hand to improving the performance, and on the other hand it can affect negatively the cohesion of the group, because of

some lacks in the communication process. Cultural diversity within virtual teams can lead to an inexact understanding of the message, especially if taking into consideration the lack of body and nonverbal language that, in some cases, has the role of emphasizing or completing certain essences of the message.

Communication limitation is due to the lack of expressivity of the message that has been sent, since the exchange of some informal information is practically limited both in time and in space due to the lack of "face-to-face" communication. Messages within a traditional team include series of formal and informal signals or information that gives the recipient more clues about the way how to interpret the message.

This puts limits on the kinds of work that might be managed via external, contractual relationships among entities in the virtual network. Further, it suggests that some tasks may require more structured or formal relationships when managed across boundaries whereas others might be effective with less structured or formal relationships.

In virtual context two facets must be considered (i) the "system of work"– which refers to the technical facets of production of goods or services in the organization; and (ii) "system of meaning"– the institutional facets of the organization, specifically the values attached to the work engaged in. Certain visible signs of affiliation, such as shared dress and other artefacts surrounding one in a conventional office (e.g., architecture and mementos that remind employees of their link to the organization) facilitate organizational identification [Dutton et al., 1994]. This model of organizational identification seems primarily applicable to individuals who work under traditional conditions, but much less in virtual settings.

3. Debate

The question, however, is whether organizational identification is or will remain the "glue" which keeps the employees together in a virtual setting as it has been argued earlier. In other words, will the organizational identification be needed at all as a vital characteristic of future virtual organizations?

We may find that some researchers like Rahman and Bhattachryya [2002] observed five characteristics which to them appear common to virtual organizations:

- They have a shared vision and goal and/or common protocol of cooperation.
- They cluster activities around their core competencies.
- They work jointly in teams of core competence groups; to implement their activities in a holistic approach throughout the value chain.
- They process and distribute information in real time throughout the entire network, which allows them to make decisions and coordinate actions quickly.
- They tend to delegate from the bottom up whenever economies of scale can be achieved, new conditions arise, or a specific competence is required for serving the needs of the whole group.

Guyverson [2006] defines more recently a virtual organization as:

- A network of people or organizations which are independents.
- Those people and organizations are realizing a common project or common economic activity.
- The communication and information processes are hold through information technologies.
- The organization does not depend on time and space to be made up.

It is important to note here the three essential characteristics of the virtual organizations as described above: (i) a virtual organization is a network of independent people or organizations who work jointly in teams of core competence groups, (ii) the "shared vision" and (iii) the importance of communications. Furthermore, the reason for working together can be "a common project" or "economic activities".
The virtual organisation of today, and even more so in the future, has an almost infinite variety of structures, all of them fluid and changing. Some of them need virtually no long term employees. This can be achieved by tightly focusing on the company's core competence: its marketing. Everything else can be done by someone else. A virtual organisation relies for the most part on a network of part-time electronically connected companies, groups or individuals. Hollywood is often cited as a template for the virtual organisation. The way that movies have been made since the film industry freed itself from the studio system has been virtual. A number of freelancers, from actors to directors via set builders and publicity agents, come together with a common purpose: to make a movie, to tell a story. They then go their separate ways and another (unrelated) bunch of people (with a similar set of skills) comes together to make another movie. And so it goes on, very productively.

The economy in the future will work largely in the same way movies are produced: complete strangers will be required to produce an excellent result within the briefest space of time. While today industrial production requires transportation of the production factor "human being" to production facilities, computer networks bring the production factor "information" to us. Therefore, in a world in which data can be conveyed at the speed of light on to wherever it is needed, there is no longer any point in making armies of staff march into the office every morning. The virtual organisation is becoming inevitably ephemeral because it has no repository of long-term memory, no individuals who have worked for the same organisation for years and years. Nor has it any long-term geographical presence or a local community that remembers the company. The virtual organisation has few physical assets, reflecting the fact that adding value is becoming more dependent on (mobile) knowledge and less dependent on (immobile) plant and machinery.

As companies withdraw more and more into their core competencies, so they become more virtual. The virtual organisation is able to leverage this core into almost any industrial sector. Thus it can be in the pensions business and the railway business at the same time. It can then rapidly desert any one of those businesses, and equally rapidly move into something completely different by establishing strategic alliances with organisations that have the essential skills that it lacks. It can do this anywhere in the world.

The "glue" that keeps the members of these unrelated groups together cannot be anymore the organizational identification, because the team members do not necessarily belong to the same organization. Actually, the "glue" is the "shared vision".

Peter Senge [1990], in his book "The Fifth Discipline" describes a shared vision as "... a force in people's hearts, a force of impressive power....At its simplest level, a shared vision is the answer to the question "What do we want to create?". He describes shared vision as shared pictures of the future that foster genuine commitment and enrolment, rather than compliance to organizational goals. With shared vision it no longer matters what we think but what thoughts and concepts we share with the team. It allows everyone to work together. It creates a common identity and a sense of purpose. The discipline of shared vision moves us into the realm of group process. In other words, shared vision is the point where we actually "harness the horses" so that we can get some work done. The key here is that the project is based on the vision of delivering a product that meets or aligns with certain goals. With a shared vision everyone has a common destination and a common picture. They then work together as a team, supporting and encouraging each other. Shared vision allows everyone to work together. It creates a common identity and a sense of purpose.

A virtual organization can be developed through two different mechanisms: (i) strategic partnerships, and (ii) outsourcing. A strategic partnership is formed when two business partners (e.g. supplier and manufacturer) agree to act together as a single strategic unit in order to realize a common project or product. Outsourcing occurs when a business elects to have an external organization assume a business activity that had formerly been accomplished on an "in-house" basis [Byrne, 1993].

Based on the above considerations, we may foresee that a future virtual organization will be a network of independent people or organizations who:

- does not depend on time and space to be made up;
- realize a common project or product;
- have a shared vision;
- cluster activities around their core competencies; and
- process and distribute information in real time throughout the entire network, which allows them to make decisions and coordinate actions quickly.

Communication is vital in creating and maintaining shared vision. According to Wilkins [1989] communication is the core of the shared vision creation process. Communication is fundamental to core existence of virtual organizations. Without communication, the boundary-spanning among virtual entities would not be possible. Electronic communication enables parties to link across distance, time, culture, departments, and organizations, thereby creating "anyone/anytime/anyplace" alternatives to the traditional same-time, same-place, functionally-centred, in-house forms of organizational experience. Virtual groups must share a broad range of information. If they are to act together as a single strategic unit, they must be capable to share relevant and consistent information.

Communication in future virtual forms is expected to be rapid and customized in response to customer demands. This implies that communication content and direction are likely to be more temporary, as links between virtual network entities are formed and dissolved over time. To the extent that lateral relationships in the virtual form

substitute for hierarchical channels, greater volume of communication should occur, as two-way exchanges among a greater number of people are more likely. To the extent that communication volume is greater, there may be pressure to make some communication more formal or programmed in order to gain efficiencies and bring routine to otherwise customized work. Simultaneously, some communication is likely to become more relationship-based. Parties may seek a relational basis for transactions so that intimacy can be created in the face of distance, and trust can be established and maintained. Consequently, a likely tension in the virtual form will be simultaneous needs for more and richer communication, on the one hand, and pressures for greater transaction efficiencies, on the other.

4. Conclusions

The focus of virtual organizations in the future will inevitably shift from "who we are" to "what we are doing"; from organizational structure to projects or products. Therefore, organizational identification will become of much less importance if important at all. The structure of an organizational network will be changing as projects/products are changing and the only "glue" that will keep the team of people or organizations together will be the "shared vision".

Companies which stick to dated traditions that require "all the chickens to be present in the henhouse" for most of their working hours will inevitably lose out to those businesses that take a flexible approach. The task will be how to link virtual groups from all corners of the planet to work together on joint projects/products in virtual rooms. The result will be a "company without walls" [Pang, 2001] that acts as a collaborative network of group of people working together, regardless of location or who owns them. This appears to be the shape of virtual organization in the future – the future that has already begun

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THE FORMATION OF SOCIAL NETWORKS AS GLOBAL COMMUNICATION PHENOMENON

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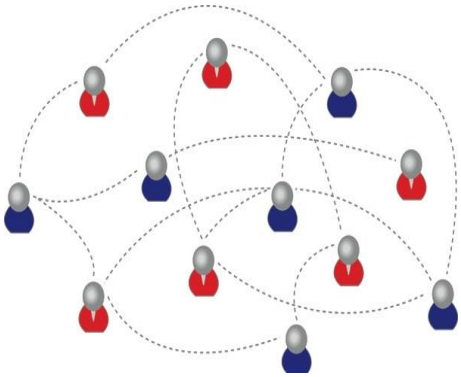
Abstract
This paper describes the social networks that have apparently become a global phenomenon of communication, starting from humble beginnings with SixDegrees.com network, to Friendster, MySpace, Facebook, Twitter, as well as all those who were among the above appeared and disappeared with global communication space and communication scene. But apparently " social networks " are today's most popular sites , as they are now used by hundreds of millions of people . Thus, in Croatia today, the most common foreign networks like Facebook and Twitter , while the less used ones like home " sparks " and " Tulumarka ... " , although populists provide for more rapid development of local social networks , but experts think that they will never suffer the same fate Facebook or Twitter , because our educational and computer illiterate portion of the population (comprising most of the younger population) belong to a generation that communication milieu / space , and too much is internationalized , and good knowledge of the English language and a deep-rooted opinion that accessing these and such networks make good cultural and civilizational shift. According to the research conducted for this study, the majority of users used the social networks because of the simple social contact, grouping by interest topics, sharing photos and mass communication while some are the same excellent business and marketing strategy. Social networks also play a role in marketing, and are also used for website promotion, and a variety of advertising that are considered socially responsible and highly ecological because it does not use any paper , and there is no waste, which pollutes the environment. They are based on web and mobile technologies that are being developed every day new applications and accessories related to the game , pleasure and entertainment .

Keywords: social network, Internet, information technology, communication space

1. Uvod

Društvene mreže postale su globalni komunikacijski fenomen, počevši od skromnih početaka sa SixDegrees.com društvenom mrežom , pa sve do Friendster, MySpace, Facebook, Twitter i svih onih koji su se između navedenih pojavljivale i nestajale sa globalne komunikacijske scene i društvenog prostora. Iako sa tolikom izloženosti, još uvijek dolazi do zabune u smislu koje se mreže mogu smatrati društvenim u moru Web stranica koje su danas preplavile Internet globalnu komunikacijsku mrežu. No, ono što se zasigurno može konstatirati je da društvene mreže, egzistiraju već dugi niz godina na Internet komunikacijskom prostoru i da okupljaju ogroman broj ljudi u komunikaciji na određenim interesnim temama. Zapravo, čovjek odnosno osoba je društveno biće koje ima potrebu rada u društvenim grupama u on-line načinu rada uz prikladan softver i komunikacijski medij. Radom u grupi ljudi dobivaju samopouzdanje, staloženost i sigurnost u svakodnevnom radu i djelovanju.

Definiramo li društvene mreže, kao skupine od tri ili više osoba, onda zasigurno one su nastale puno prije pojave samog weba. Nastankom weba tehnologija društvene mreže su doživjela totalni preokret tj. renesansu u svojem razvoju. Web se koristi kao izvor informacija, mjesto na kojem možete pristupiti bilo kojim podacima gdje god se oni nalazili, a u zadnje vrijeme najzastupljenije na webu su društvene mreže, a semantički prikaz njihovih korisnika ilustrira slijedeći prikaz (Slika 1).



Slika 1. Semantička mreža korisnika društvenih mreža

Društvene mreže su najpopularniji globalni komunikacijski fenomen jer je čovjek društveno biće i jer ga društvena komunikacija zanima i privlači. Na društvene mreže dolazimo kako bi se zbližili, povezali i sprijateljili s novim ljudima, kako bi podijelili odnosno primili ili razmijenili razne informacije, jednostavno kako bi komunicirali s ljudima na svaki mogući način (od chattanja/čavrljanja do razmjene slika i sl.) **/1/.** Glavno obilježje svih društvenih mreža su univerzalna komunikacijska sredstva i tehnike, kao i zajednički interes koji drži grupe ljudi zajedno i samim time daje popularnost svim društvenim mrežama današnjice, što je prikazano slikom br.2.

Izvor: http://dstevenwhite.com/2013/02/09/social-media-growth-2006-to-2012/
Slika 2. Komunikacijska sredstva i tehnike

Odnos poslodavaca prema društvenim mrežama su raznoliki, a varira od onih poslodavaca koji sasvim zabranjuju korištenje društvenih mreža tijekom radnog vremena, do onih koji ih sasvim dopuštaju. Kroz sve to protežu se, kao i uvijek, brojne prednosti i mane vezane uz korištenje i funkcioniranje društvenih mreža. Kompanije koje promišljeno i pažljivo kreiraju svoju strategiju pristupa društvenim mrežama ostvaruju prednosti u odnosu na ostale, a pogotovo na one koji imaju negativan stav.

Većina korisnika služi se društvenim mrežama zbog jednostavnog društvenog kontakta, grupiranja po interesima, dijeljenja fotografija te masovnog komuniciranja dok nekima predstavlja odličan poslovni potez **/2/.** Društvene mreže imaju svoju ulogu u marketingu te služe za web promociju i oglašavanje koje se smatra društveno odgovornim i izrazito ekološkim jer se ne troši papir i otpadom ne zagađuje priroda. Zasnovane su na internetskim i pokretnim tehnologijama te se za njih svakodnevno razvijaju nove aplikacije i dodatke za zabavu i razonodu.

U svijetu postoje brojne društvene mreže, ovisno od zemlje do zemlje, no najpoznatije su *Facebook* i *Twitter*, koje su usput kazano osvojile i društveni komunikacijski prostor i Republike Hrvatsku.

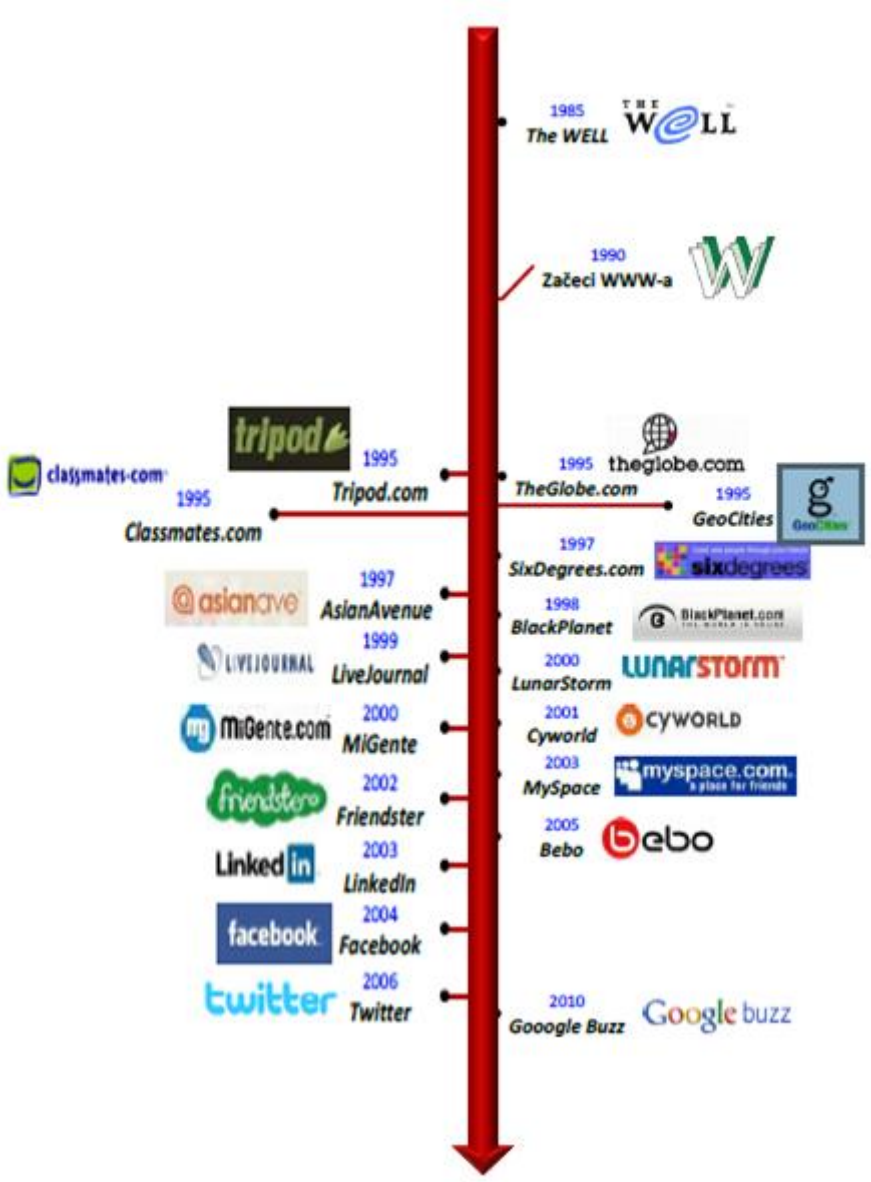
Jedna od najuzbudljivijih društvenih mreža u zadnjih nekoliko godina, kako na globalnom tj. svjetskom ,tako i na nacionalnom tj. hrvatskom komunikacijskom prostoru je *Twitter*. Društvena mreža Twitter je brza, pristupačna bilo preko računala spojenog na internet ožičanom komunikacijom ili preko bežičnog komunikacijskog spektra koji je u posljednje vrijeme opremljen i stick bežičnim uređajem za komunikaciju.

Facebook je internetska društvena mreža koju je 2004. godine osnovao Mark Zuckerberg, u svojim počecima je bio namijenjen samo studentima sveučilišta na Harvardu koji su tim putem mogli međusobno komunicirati i razmjenjivati informacije, ali se ubrzo proširio u mrežu globalnog tipa sa velikim brojem sudionika.

Friendster je društvena mreža osnovana od strane bivšeg zaposlenika Netscape-a Jonathana Abramsa 2002. godine, a Web stranica dizajnirana je tako da korisnici stvaraju profile koji uključuju osobne informacije i mogućnosti povezivanja sa prijateljima s kojima nije tako jednostavno stupiti u kontakt.

Ubrzo nakon Friendstera pojavljuje se nova društvena mreža nazvana *MySpace*, koja je zamišljena drugačije od Friendstera sa ciljem pretvaranja društveno mrežnog komunikacijskog fenomena u multimedijski **/3/.**

Vremenski slijed pokretanja nekih društvenih stranica zorno je prikazan slikom 3.

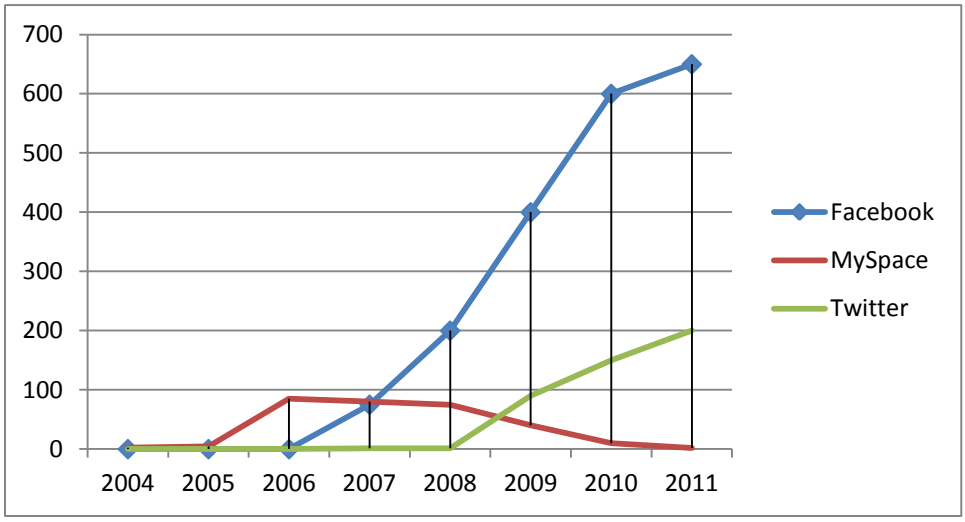


Slika 3. Vremenski slijed pokretanja nekih društvenih stranica

2. Istraživački pristup

U svijetu postoje brojne društvene mreže poput Facebook i Twitter, Linkedin, Pinrest, Instagram (Slika 2), ovisno od zemlje do zemlje, ali najpoznatije i danas, najpopularnije društvena mreže u svijetu, pa tako i u Republici Hrvatskoj su svakako: Facebook i Twitter. No, među prvim društvenim mrežama koje su se pojavile u društvenom komunikacijskom prostoru su SixDegrees.com, AsianAvenue, BlackPlanet, i LiveJournal, Friendster, Ryze.com, MiGente, Facebook, MySpace, Twitter, Linkedln, Ning, Tagged, Classmates, Hi5,

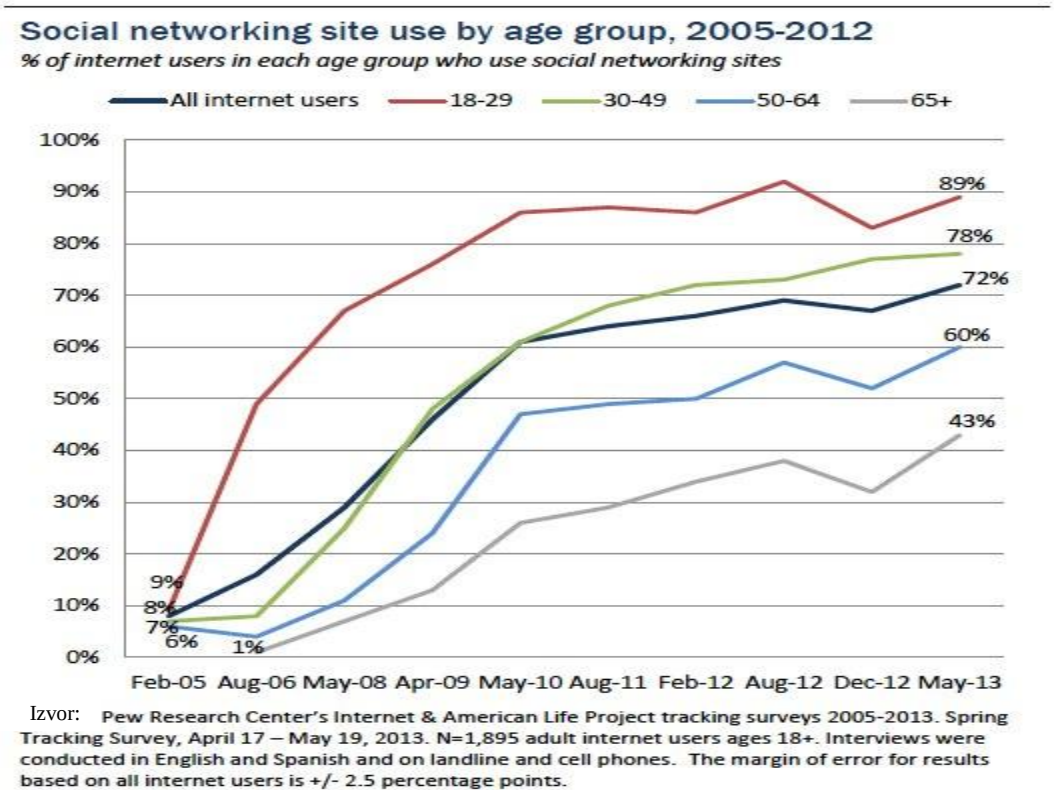
MyYearbook i Meetup društvena mreža, a mnoge su doživjele su svoj impozantni razvitak što ilustrira prikaz na Slici 4.



Izvori: www.simplyzest.com/social-media7decade-social-media/
www.socialnomics.net/2011/06/07/10 wow social media statistics/
www.macword.com/article/145719/2010/01/facebook_jobs.html

Slika 4. Porast Web sajtova na popularnim društvenim mrežama za razdoblje 2004-2011.

Društvenu mrežu, u principu možemo definirati kao uslugu zasnovanu na Webu koja dozvoljava pojedincu da napravi (polu)javni profil i u okviru ograničenog sustava, artikulira listu drugih korisnika s kojima dijeli povezanost te vidi i usporedi svoju listu kontakata s onima koje su napravili drugi korisnici unutar sustava **/4/**. Na društvenim mrežama broj korisnika može se promatrati prema starosnim skupinama (Slika 5).

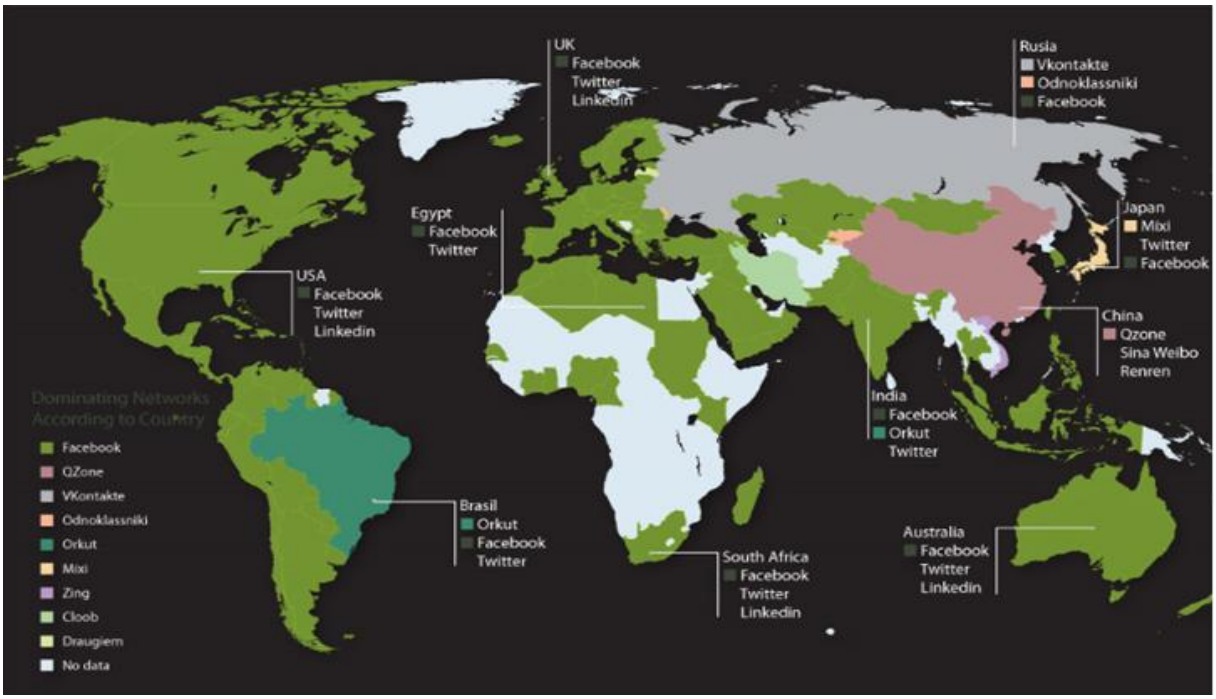


Slika 5. Postotni broj korisnika društvenih na internetu po starosnim skupinama za razdoblje 2005-2013

No, ukupni broj različitih korisnika popularnih društvenih mreža iskazan u postotku i ukupnom broju, kao i po pojedinim zemljama prikazan je u Tablici 1 i na Slici 6.

Tablica 1. Postotak korisnika društvenih mreža

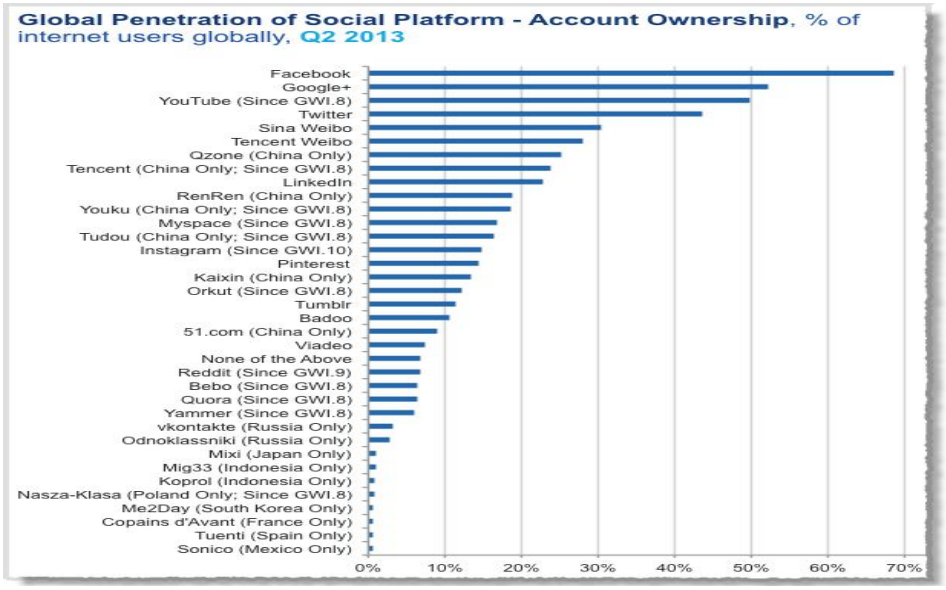
Postotak broja korisnika društvenih mreža	**Postotak(%)**
Da li ikada koristite / imate profil na :... (anketa je provedena početkom 2012)	
Bilo koja društvena mreža	58 %
Facebook	56 %
LinkedIn	14 %
Twitter	11 %
Google+	9 %
Statistika društvenih mreža	**Data**
Ukupan broj Facebook korisnika u svijetu	1.4 mijarde
Ukupan postotak korisnika od18-24 godine starosti	98%
Ukupan postotak populacije koji koriste Facebook	11%
Ukupan broj jedinstvenih YouTube korisnika mjesečno	700 milijardi
Prosječno vrijeme provedeno na Facebooku mjesečno	15 sati i 33 minute
Ukupan broj ljudi koji imaju pristup Facebook telefonom	250 milijuna
Ukupno minuta provedenih na Facebooku svaki mjesec	2.5 miliuna
Ukupno sadržaja dijeljenog na Facebooku svaki mjesec	70 milijardi
Ukupan broj pojedinačnih YouTube korisnika mjesečno	490 milijuna
Ukupan broj YouTube pregleda stranica mjesečno	92 milijarde
Ukupno sati provedenih na YouTubeu mjesečno	2.9 milijardi
Ukupan broj članaka domaćih Wikipedia	17 milijun
Prosječno slika stavljenih na Flickr po minuti	3 000
Ukupan broj slika koje se nalaze na Flickru	5 milijardi
Prosječna količina tweetova po danu	190 milijuna
Posto tinejdžera koji se prijavljuju na Facebook preko 10 puta dnevno	22%
Posto korisnika Facebooka mlađih od 10	25%
Posto tinejdžera koji drže društvene mreže kao nesigurne	59%
Posto Amerikanaca koji nisu sigurni u sposobnost korištenja postavki privatnosti	24%
Zemlje koje najviše pokazuju zanimanje za društvene mreže	**Prosječno sati mjesečno**
Izrael	11.1
Argentina	10.7
Rusija	10.4
Turska	10.2
Čile	9.8
Filipini	8.7
Kolumbija	8.5
Peru	8.3
Venezuela	7.9
Kanada	7.7
SAD	7.6



Izvori: www.simplyzest.com/social-media7decade-social-media/
www.socialnomics.net/2011/06/07/10 wow social media statistics/
www.macword.com/article/145719/2010/01/facebook_jobs.html

Slika 6. Raspodjela korištenja društvenih mreža u svijetu

Također je postotak penetracije korisnika društvenih mreža u ukupnom broju Internet korisnika u 2013. pokazuje izraziti porast istih ovisno o vrsti mreže što ilustrira slika 7.



Izvor: http://www.jeffbullas.com/2013/07/04/5-insights-into-the-latest-social-media-facts-figures-and-statistics/

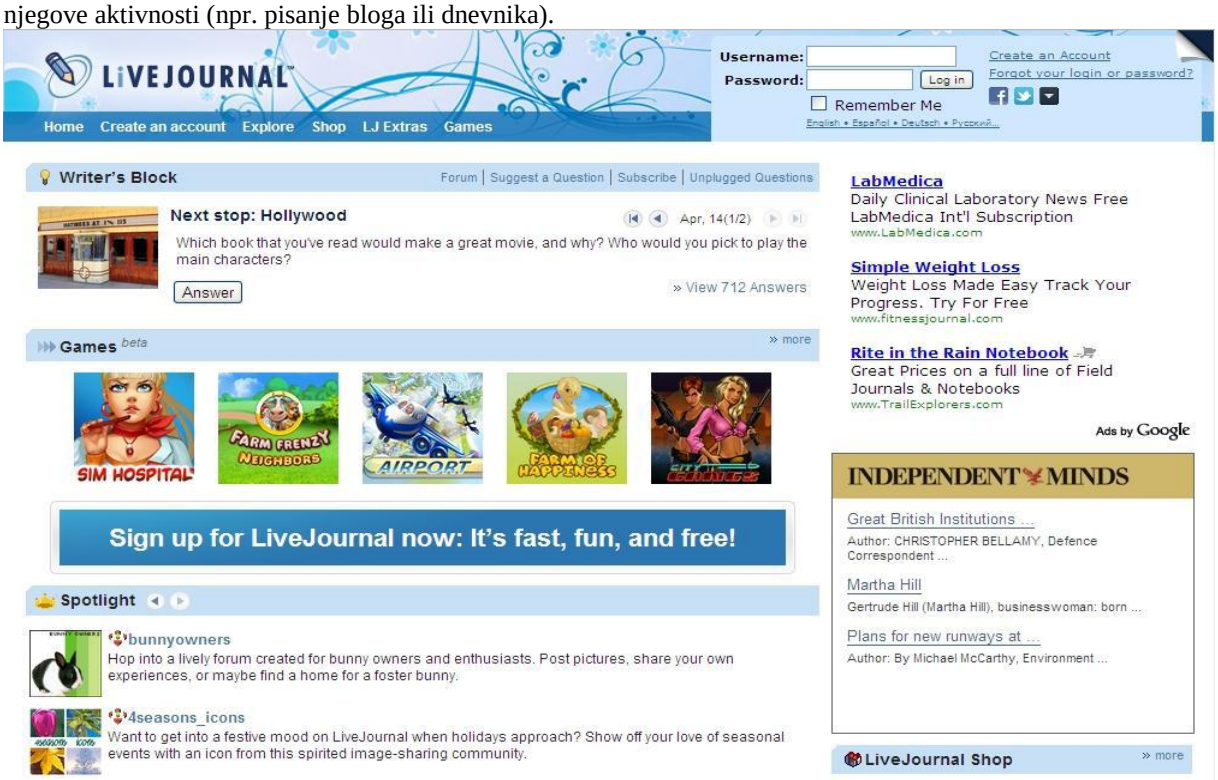
Slika 7. Postotak penetracije korisnika pojedinih društvenih mreža u ukupnom broju Internet korisnika za 2013. godinu

2.1. SixDegrees.com društvena mreža

Iako se od nastanka Weba pojavilo mnogo stranica koje su na razne načine povezivale korisnike, vodeći se gore navedenom definicijom, prva koju možemo nazvati društvenom web-stranicom nastala je 1997. godine pod nazivom *SixDegrees.com*. Naime, profili korisnika su već postojali na mnogim stranicama, a liste prijatelja na uslugama trenutnog poručivanja AIM-u i ICQ-u, dok je web-stranica *Classmates.com* pružala mogućnost povezivanja starih školskih kolega, ali nije imala profile i vidljivu listu prijatelja. Međutim, SixDegrees je bio prvi koji je kombinirao sve te značajke. Ideja za stranicu nastala je na poznatoj teoriji koja tvrdi da je svaki čovjek udaljen od drugoga za par koraka, tj. da je bilo koja dva čovjeka moguće komunikacijski povezati u par koraka ili manje. Stranica je 2000. godine prestala s radom jer se nije pokazala kao održiva, a njen utemeljitelj vjeruje da je jednostavno bila ispred svog vremena i nije naišla na interes javnosti, jer tada nije bilo dovoljno korisnika u *on-line* načinu rada na mreži.

2.2. AsianAvenue, BlackPlanet, MiGente društvene mreže

U razdoblju od 1997. do 2001. godine nastalo je nekoliko društvenih web-stranica, koje su nudile razne kombinacije profila i javnih lista prijatelja. *AsianAvenue*, *BlackPlanet* i *MiGente* su društvene mreže koje su bile usmjerene na određenu etničku skupinu ljudi, a omogućavale su svojim korisnicima stvaranje osobnih, poslovnih, ili pak profila za upoznavanje osoba. Kod dodavanja prijatelja nije bilo potrebe za njihovom potvrdom prijateljstva. Takve jednosmjerne poveznice među korisnicima pružao je i *LiveJournal* (Slika 8), koji je nastao 1997. godine Korisnici su označili određenu osobu kao prijatelja kako bi nakon toga mogli pratiti njegove aktivnosti (npr. pisanje bloga ili dnevnika).



Slika 8. Početna stranica LiveJournal.com

2.3. Ryze.com društvena mreža

Sljedeći val razvoja društvenih mreža započeo je 2001. godine objavljivanjem stranice *Ryze.com*, koja je služila kao pomoć ljudima u proširenju i boljem povezivanju njihovih poslovnih mreža. Osnivač Adrian Scott stranicu je prvo predstavio svojim prijateljima, prvenstveno članovima poslovne i tehnološke zajednice u San Franciscu, od kojih su mnogi kasnije postali osnivači i ulagači u buduće društvene mreže. Tako su korisnici društvenih web-stranica kao što su *Ryze.com*, *Tribe.net*, *LinkedIn* i *Friendster* usko povezani i osobno i poslovno.

2.4. Friendster društvena mreža

Friendster (Slika 9) je pokrenut 2002. godine, a dizajniran je kao konkurent društvenoj stranici *Match.com*, koja je služila za pronalaženje ljubavnog partnera. Suprotno od većine takvih stranica, Friendster se temeljio na ideji da su prijatelji prijatelja bolji potencijalni ljubavni partneri od potpunih stranaca (što je prilično slično ideji stranice SixDegrees.com – stupnjevi udaljenosti između ljudi). U početku je Friendster privukao tri skupine ljudi – blogere, sudionike festivala „*Burning man*“ i homoseksualce te narastao do populacije od 300 tisuća korisnika, samo prenošenjem informacije usmenim putem, bez službenog reklamiranja. Nakon samo godine dana rada, Friendster je skupio preko 3 milijuna registriranih korisnika i mnogo zainteresiranih investitora. No, uz tako nagli rast i razvoj, pojavile su se tehničke i društvene poteškoće.

Naime, poslužitelji i baze podataka su teško podnosili nagli rast broja korisnika, što je korisnike prilično uzrujavalo. S društvene strane, morali su u isto vrijeme na listi prijatelja imati i svoje šefove i kolege s posla, zajedno s najbližim virtualnim suradnicima, što je bilo teško koordinirati. Povrh svega, Friendster je počeo i ograničavati aktivnosti svojih korisnika.

Slika 9. Friendster društvena mreža

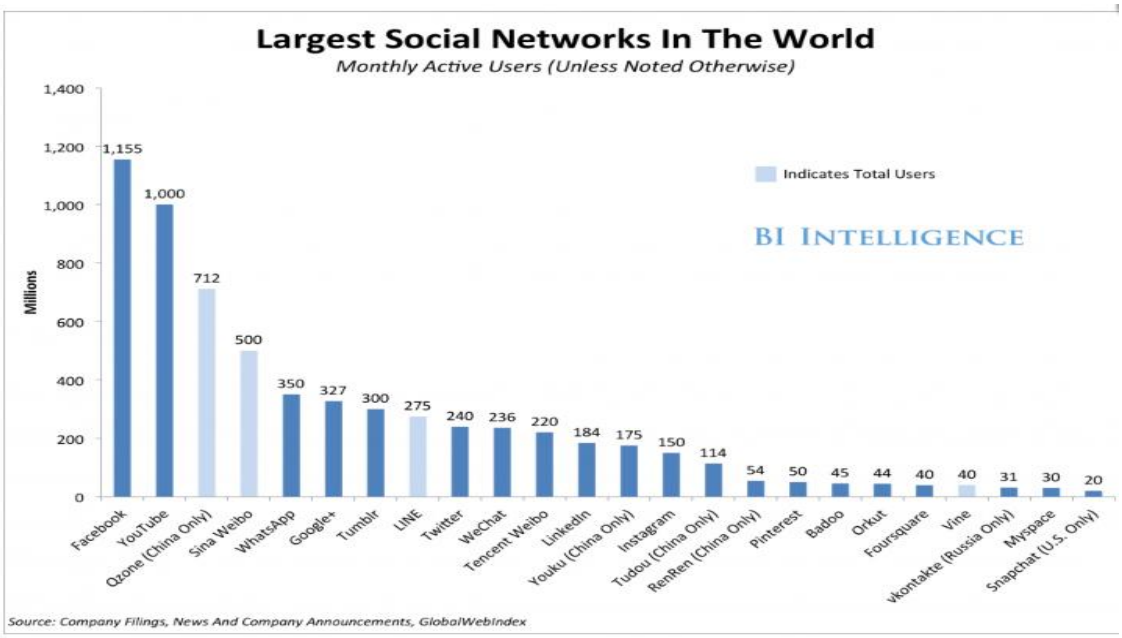
Jedna od značajki Friendstera bila je ograničenje mogućnosti gledanja profila korisnika koji su udaljeni više od četiri stupnja, što je mnoge potaknulo na dodavanje puno ljudi koje ne poznaju, kao i opcija najpopularniji prijatelj zbog koje su korisnici htjeli imati što više prijatelja. U tome su najviše uspjeha, dakako, imali slavni, pa su mnogi počeli izrađivati lažne profile, pod imenima poznatih osoba ili izmišljenih likova. Friendster je odlučio poduzeti akciju brisanja svih lažnih profila, što je pokazalo nepovjerenje između tvrtke i korisnika. Sve to je vodilo prema propasti Friendstera – korisnici nisu bili zadovoljni i polagano su prelazili na druge društvene mreže koje su bile aktualne u to vrijeme.

3. Facebook društvena mreža

Koncept Facebooka je da se putem Interneta povežu ljudi koji se već poznaju u stvarnom životu. On omogućuje korisnicima povezivanje i socijalizaciju s prijateljima ili rodbinom te s ljudima koji su im bliski. Da bi se korisnik registrirao, treba imati valjanu e-mail adresu. Nakon registracije može uređivati svoj profil i priključiti se regionalnoj mreži gdje upoznaje ljude iz svoje okoline. Korisnik koji više ne želi biti član, svoj profil može obrisati naredbom te on bude uklonjen za 14 dana. Glavna posebnost Facebooka su brojne aplikacije – moguće je imati virtualne kućne ljubimce, primati virtualne darove i čestitke, rješavati kvizove te igrati videoigre. Facebook nudi mogućnost kontrole privatnosti pa korisnik prema vlastitim željama može sakriti svoj profil i fotografije te se zaštititi od nepoznatih posjetitelja.

Ova web usluga je potpuno besplatna za sve korisnike, a prihode ostvaruje od sponzora i oglašavanja putem reklama koje se pojavljuju uz svaki profil.

Profili s pravim imenom i prezimenom te autentične informacije o pojedinim korisnicima razlozi su planetarne popularnosti Facebooka. Danas ova web stranica ima više od 500 milijuna aktivnih korisnika. Facebook je ujedno najpopularnije mjesto za objavljivanja fotografija, s više od 14 milijuna novih dodanih fotografija dnevno. Facebook je uvjerljivo najposjećenija mreža što je zato čini i najboljom, što je prikazano na Slici 10.

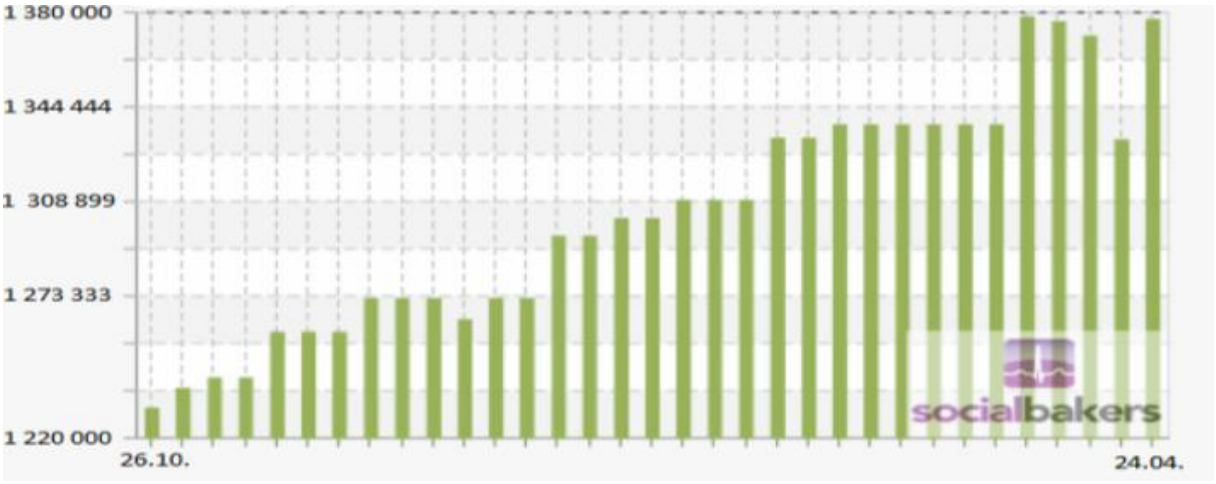


Izvor: http://www.businessinsider.com/a-global-social-media-census-2013-10

Slika 10. Broj mjesečnih aktivnosti korisnika na društvenim mrežama

3.1. Facebook društvena mreža u Hrvatskoj

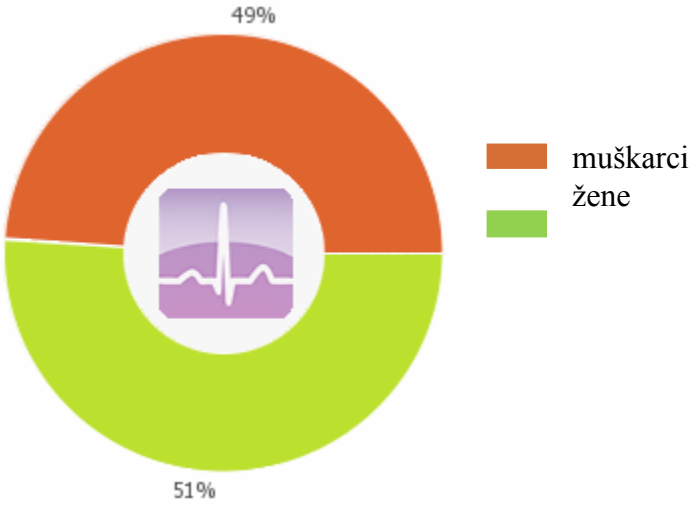
Facebook u Hrvatskoj broji 1 377 120 korisnika, odnosno 30.69% populacije, što je izrazit porast u posljednjih šest mjeseci (Slika 11).



Izvor: http://www.socialbakers.com/facebook-statistics/croatia
Slika 11. Rast broja korisnika Facebooka u Hrvatskoj kroz posljednjih šest mjeseci.

Facebook ima znatno veći broj od korisnika ostalih društvenih mreža, a broj punoljetnih korisnika prešao je 900 000. Statistički podaci pokazuju da Facebook u Hrvatskoj koristi otprilike jednak postotak muškaraca i žena (Slika 12) između 18 i 35 godina. Ipak, hrvatski korisnici Facebooka su gotovo najmlađi na svijetu - niži prosjek godina imaju samo oni iz Indonezije.

Najveći broj korisnika ovu društvenu mrežu koristi za zabavu, a manji broj za posao.



Izvor: http://www.socialbakers.com/facebook-statistics/croatia
Slika 12. Grafikon spolne raspodijeljenosti korisnika

4. Twitter društvena mreža

Twitter je najpopularnija pokretna društvena mreža, a s više od 190 milijuna korisnika, druga je najveća društvena mreža na svijetu. Od svojih početaka inzistira na korištenju SMS-a te pokretnog Interneta, Twitter se razvio u sveprisutnu društvenu mrežu.

Osnivači Twittera Jack Dorsey, Ewan Williams i Biz Stone radili su u Odeu, tvrtki koja je željela iskoristiti tada sve popularniji trend *podcastinga*, odnosno audio i video emisija na Internetu. Jack Dorsey smislio je koncept servisa kojim ste putem SMS-a mogli javiti manjim skupinama svojih prijatelja ili poznanika čime se bavite u određenom trenutku. Dorsey je svom timu naveo jednostavan primjer: ukoliko je bio u dobrom klubu, putem servisa mogao bi javiti svojim prijateljima gdje je.

Tako je 15. srpnja 2006. godine pokrenut *Twitter*. Izvorni naziv „twitter“ inspiriran je tadašnjim *online* servisom za pohranu slika i video sadržaja – *Flicker* i činjenicom da se američki SMS-kôd sastojao od 5 znakova. Projekt se razvijao mjesecima u potpunoj tajnosti zbog konkurenata poput sad već zatvorene društvene mreže *Dodgeball*, čiji je osnivač stvorio i lokacijsku društvenu mrežu *Foursquare*.

Twitter je najlakše zamisliti kao SMS oglasnu ploču: korisnik napiše kratku tekstualnu poruku do 140 znakova i to zatim može vidjeti cijeli svijet. U početku, ograničenja znakova nije bilo, no to se promijenilo zbog niza bugova te sve većeg računa za obavijesti koje je Twitter slao SMS-om za sve korisnike koje ste pratili**.** Ograničenje od 140 znakova dopustilo im je uključivanje cijele poruke u SMS uz korisničko ime. **/5/**

Prvi privatni profili stvoreni su nakon što su obitelj i prijatelji osnivača, koji su do tada kotistili Twittr, spomenuli kako im je čudno da ih „prate“ ljudi koje ne poznaju. Twitter je postao javno dostupan na rođendan Ewana Williamsa, 31. ožujka 2006. godine, a pokrenuta je i tvrtka Obvious Corp posvećena isključivo novom projektu, odnosno Twitteru.

Nakon što su korisnici počeli koristiti znak „at“ odnosno @ za obraćanje jedni drugima, Twitterov tim je spomenutu mogućnost i službeno prihvatio. Korisnici su počeli koristiti poveznice u svojim porukama pa su nastali servisi za skraćivanje poveznica**.** Situacija se ponovila s fotografijama i servisom Twitpic.

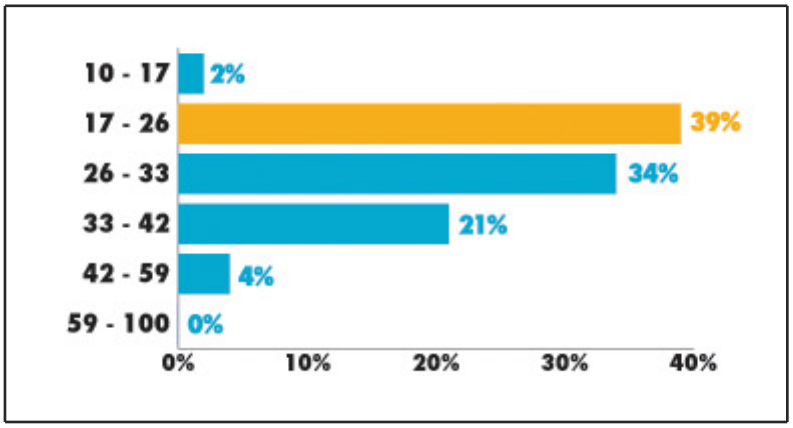
Društvene mreže omogućavaju korisnicima brzu reakciju i komunikaciju koja donosi informacije bitne za aspekte marketinga i poslovanja pa se Twitter počeo upotrebljavati i u poslovne svrhe jer je slovio kao najbrža društvena mreža na svijetu, idealna za pružanje i traženje podrške, te prodaje.

4.1. Twitter društvena mreža u Hrvatskoj

U početku su Twitter prihvatili samo američki korisnici, no kako se dobar glas brzo širi, proširio se i na Europu pa tako ova društvena mreža većinu hrvatskih korisnika dobiva 2008. i 2009. godine.

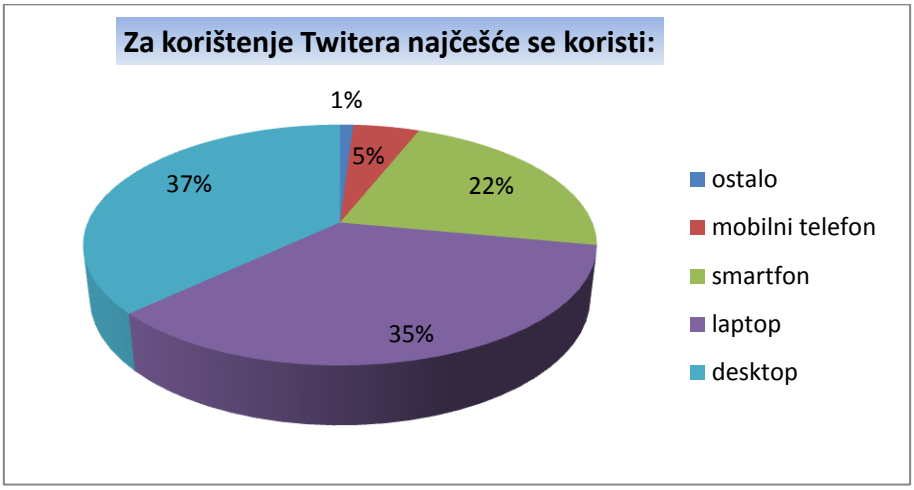
Twitter, na žalost, ne daje podatke o broju korisnika po državama, jer je polje za unos lokacije slobodno**.** U njega možete upisati Hrvatska, Croatia, Zagreb ili nešto treće. Nema jedinstvenih kategorija, tako da je nemoguće znati koliko ima „tviteraša“ u Hrvatskoj ili bilo kojoj drugoj susjednoj zemlji.

Ankete provedene na web stranicama pokazuju da Twitter u Hrvatskoj koriste pretežno osobe u dobi od 17 do 26 godina (Slika 13). One su većinom fakultetski obrazovane i služe se društvenom mrežom zbog posla i zabave.



Izvor: http://www.netokracija.com/twitter-hrvatska-srbija-4006
Slika 13. Prikaz korisnika u Hrvatskoj po njihovoj dobi

Pristup Twitteru najčešći je s pokretnog ili pametnog telefona (eng. smartphone). Uzimajući u obzir broj ljudi koji prate medije te popularne „tviteraše", možemo pretpostaviti kako u Hrvatskoj ima između pedeset šezdeset tisuća korisnika Twittera. Na Twitteru se mogu naći pravi „*opinion makeri*", od vodećih hrvatskih novinara i blogera, do saborskih zastupnika i direktora zanimljivih tvrtki. Twitter im dopušta da prate druge korisnike i brendove, olakšavajući vam komunikaciju s njima (Slika 14). Tako je 1. srpnja 2009. godine ostavka hrvatskog premijera Ive Sanadera bila „prvi hrvatski tviteraški *breaking news*", a od siječnja 2010. godine počinje se „tvitati" i iz Hrvatskog sabora.



Izvor: http://www.netokracija.com/twitter-hrvatska-srbija-4006
Slika 14. Mediji za pristup Twiteru

5. MySpace društvena mreža

Daleko od Silicijske doline, u kojoj su nastale sve društvene mreže prije ove, 2003. godine u Santa Monici u Kaliforniji, lansiran je *MySpace*. Nastao je kao rival stranicama poput Friendstera, Xange i AsianAvenue, a njegovim autorima cilj je bio privući korisnike koji su otišli s Friendstera. Prvi koji su masovno počeli kreirati profile, te tako potaknuli i druge na prelazak s Friendstera na MySpace, bili su indie-rock bendovi iz Los Angelesa i okolice, koje je Friendster izbacio jer se nisu pridržavali propisa o profilima. Iako mu bendovi nisu bila ciljna grupa, MySpace im je pružio dobrodošlicu. Oni nisu bili jedini čimbenik rasta MySpacea, ali povezanost između bendova i njihovih obožavatelja privukla je mnoge bivše korisnike Friendstera. Takva povezanost pružala je uzajamnu korist – bendovi su htjeli mogućnost kontaktiranja obožavatelja, a obožavatelji su željeli pozornost svojih najdražih bendova. Osam mjeseci nakon lansiranja, MySpace je doživio efekt mreže, eksponencijalni rast dodavanja prijatelja.

Ono što MySpace čini privlačnim i različitim od ostalih društvenih web-stranica koje su se pojavile u to vrijeme, je to što je on otvorena stranica, što znači da korisnicima pruža mogućnost kontroliranja svoje stranice i postavljanja gotovo bilo kojeg sadržaja na njih. Sam naziv „MySpace" u doslovnom prijevodu znači „moj

prostor“ – korisnik registracijom dobiva svoj prostor s kojim može raditi što god želi. Korisnici su dobili mogućnost mijenjanja HTML (*HyperText Markup Language*) koda svog profila te su tako mogli kreirati njegov jedinstveni izgled. Iako je to bila velika prednost u odnosu na druge društvene mreže, također je dovelo do toga da su stvorene i vrlo neukusne stranice, koje su bile teške i naporne za pregledavanje. No, bez obzira na to, MySpace se nastavio razvijati, pa je tako u razdoblju od 2005. do 2006. godine broj profila narastao s dva na osamdeset milijuna. Pridružio mu se velik broj tinejdžera, od kojih mnogi nisu bili na Friendsteru, nego su se htjeli povezati sa svojim omiljenim bendovima, ili su za MySpace čuli od starijih članova obitelji. Tinejdžeri su tako poticali i prijatelje na kreiranje profila, a MySpace ih nije odbio, već prilagodio svoja pravila kako bi mogao prihvatiti i maloljetne korisnike.

U srpnju 2005. godine News Corporation je kupio MySpace za 580 milijuna dolara i tako privukao veliku pozornost medija. Nakon toga, pojavljuju se sigurnosni problemi – niz afera vezanih uz pedofiliju na MySpaceu podigao je paniku među korisnicima (i roditeljima maloljetnih korisnika), što je zahtijevalo poduzimanje pravnih akcija radi suzbijanja zlouporaba.

6. Društvene mreže u Republici Hrvatskoj

Pojam društvenih mreža u Republici Hrvatskoj često se poistovjećuje s pojmom **Facebook**, koji je samo jedna od društvenih mreža. Facebook je druga najposjećenija stranica u Hrvatskoj, nakon Googlea**. /6/** Mnogi naši korisnici na Facebooku navikli su se na Facebook do te mjere da se govori i piše čak i o Facebook ovisnosti. Osim toga, neki korisnici Facebooka su ujedno i korisnici nekih drugih društvenih mreža, poput: Twittera, Zrikke, Trosjeda, kao i drugih, ali je njihov broj daleko manji. Po posjećenosti, Twitter se trenutno nalazi na 50-om mjestu, no unatoč tome, snaga Twittera sve više raste iz više razloga, a osnovni je da je **Twitter** najbrži izvor informacija. Tako, kad je premjer dao ostavku, kod potresa u Dalmaciji, smrti Michaela Jacksona…, sve su informacije bile mnogo prije dostupne i objavljene na Twitteru nego li u konvencionalnim medijima ili na Facebooku. Čak je došlo i do rasprava na blogovima o tome tko je prije objavio informaciju o ostavci premjera - Twitter je prvi to objavio, pa je pobjednik u brzini obznanjivanja informacija.

Također, u zadnje vrijeme sve su brojnije rasprave na Twitteru koje vode hrvatski korisnici. Rasprave o određenoj temi se označavaju hash tagovima koji počinju sa znakom #. Nedavno je top tema bio #sanader koji ipak nije uspio doći na Trending Topics (lista najpopularnijih tagova), a zanimljiva rasprava o hrvatskim medijima pod tagom #HrMedia je na kratko bila na Trending Topics listi.

Također, na tržištu imamo i neke druge društvene mreže koje možda nisu u centru pažnje, ali su itekako dobre. Primjer je domaća verzija Twittera - **Zrikku** društvena mreža. Sam koncept možda i nije inovativan, no iza projekta stoji tim ljudi koji omogućava da napravite svoj vlastiti Twitter ili Zrikku. Radi se o projektu Shout'em! koji omogućava izradu vlastitog microblogging servisa poput Zrikke. Projekt je ušao u izbor za najbolju europsku web aplikaciju na The Europas 2008 / 2009 i jedan je od boljih, ako ne i najbolji domaći web startup.

Budući da su domaće društvene mreže slabije razvijene, pružaju manje od stranih, pa zato imaju manje korisnika, a među poznatijim hrvatskim društvenim mrežama su*: iskrica, tulumarka, trosjed i teen.hr mreža*

6.1. Iskrica društvena mreža

Jedna od prvih domaćih društvenih mreža je *Iskrica* (Slika 15). Osnovana je 2002. godine kao portal za upoznavanje te je pokrenula tadašnju tabu temu - upoznavanje preko Interneta.

Slika 15. Logo društvene mreže Iskrica.

6.2. Tulumarka društvena mreža

Tulumarka (Slika 16) je prva društvena stranica o izlascima na kojoj se nalaze različite rubrike i najave iz kojih se mogu saznati mnoge zanimljivosti vezane za razna događanja. Najave su popraćene raznim video zapisima i galerijama slika.

Slika 16. Logo društvene mreže Tulumarka.

6.3. Trosjed društvena mreža

Krajem 2007. predstavljen je *Trosjed* (Slika 17), prva hrvatska društvena mreža zasnovana isključivo na Microsoftovim tehnologijama. Tada je pokrenut i *Netopolis*, koji je među domaćim korisnicima slovio za „hrvatski *MySpace*“, no ta je ideja vrlo brzo propala zbog slabe posjećenosti.

Slika 17. Logo društvene mreže Trosjed.

6.4. Teen društvena mreža

Nedavno je pokrenut i *Teen.hr* (Slika 18), društveni portal namijenjen prvenstveno mlađoj populaciji, koji objedinjuje forum, blog i chat usluge, omogućuje objavu slika, filmova i događaja.

Slika 18. Logo društvene mreže Teen.hr.

Broj domaćih korisnika prisutnih na stranim servisima, ponajviše na Facebooku, u značajnom broju premašuje broj registriranih na domaćim društvenim mrežama.

7. Budućnost društvenih mreža (web-stranica)

Danas, kada je Web postao ne samo izvor informacija, nego i mjesto na kojem se ljudi upoznaju, povezuju i komuniciraju, možemo samo nagađati u kojem će se smjeru društvene web-stranice razvijati. Korisnici postaju sve osjetljiviji na svoju privatnost i žele odvojiti privatno od poslovnog, obitelj od prijatelja. Stoga, postavke kakve imaju današnje mreže poput Facebooka i MySpacea nisu povoljne jer sve što korisnik objavi ili napravi na takvoj društvenoj web-stranici, mogu vidjeti svi unutar njegove društvene mreže, htio on to ili ne. Stranice koje postaju toga svjesne i pokušavaju prilagoditi svoje postavke tako da omoguće korisniku odvajanje različitih osobnih društvenih mreža, imaju budućnost i mogućnost opstanka u masi društvenih web-stranica koja se stvara u zadnjih nekoliko godina. Formirat će se *online* društvene mreže koje će biti istovjetne društvenim mrežama iz stvarnog života, i neće biti potrebe za miješanjem različitih aspekata korisnikovog života.

Današnji korisnici su često aktivni na nekoliko društvenih web-stranica i postaje prilično zamorno koordinirati liste prijatelja, sadržaje i postavke privatnosti na nekoliko mjesta. Korisnik koji je aktivan na jednoj mreži i tamo ima dugačku listu prijatelja, ako se želi pridružiti nekoj drugoj mreži, na njoj mora ispočetka tražiti sve svoje prijatelje, poslati im zahtjev za prijateljstvo, i obaviti posao koji bi se mogao uvelike olakšati kad bi liste prijatelja bile prenosive. Tako manje društvene mreže imaju mogućnost napretka i probitka, jer korisnici koji se pridruže takvoj web-stranici, obično na njoj ili imaju malo prijatelja, ili ne znaju koji su sve prijatelji na njoj aktivni. Kada korisnik bude na jednom mjestu mogao imati listu svih prijatelja sa svih mreža na kojima je aktivan te vidjeti na kojim su sve mrežama njegovi prijatelji aktivni, to će mu olakšati korištenje različitih stranica i praćenje sadržaja na njima.

Budućnost društvenih web-stranica leži u osluškivanju potreba korisnika i brzoj prilagodbi na veliku količinu korisnika. Web i društvene mreže postaju potreba u svakom aspektu života i to treba pratiti. Mnogi su shvatili da je princip društvenih mreža koristan i u poslu i u privatnom životu, pa su tako počele nastajati specijalizirane društvene web-stranice. Sve veći broj korisnika će trebati organizirati se u razne društvene mreže koje će biti namijenjene nekom određenom interesu, jer će se na taj način moći okupiti korisnici sa zajedničkim interesima na jednom mjestu i razmjenjivati sadržaje s drugim korisnicima koji dijele sličan interes, a ne miješaju se s drugim sadržajima i vrstama interesa. Takav pristup nudi uzajamnu korist - olakšava i onome tko nešto oglašava, nudi posao, pokušava stupiti u kontakt s nekim iz svog područja posla ili interesa, ali i onome koji traži informacije ili samo želi biti dio zajednice (slično kao veza između bendova i obožavatelja na MySpaceu društvenoj mreži).

Društvene web-stranice su postale važan dio svakog društva i njihov utjecaj se ne smije zanemariti, već treba poticati njihov razvoj i rast, ali uz kontrolu privatnosti i poštivanja pravila ponašanja. Tehnološki napredak ICT sektora potpomogao je povezivanje ljude s raznih krajeva svijeta na načine koji su prije bili nezamislivi, a Web i društvene web-stranice su glavno sredstvo takvog povezivanja čiji vrhunac primjene tek dolazi /7/. To saznanje je bitan element arhitekture društvenog ustroja temeljenog na informaciji koja se uporabom ne troši nego oplemenjuje i kao takva dobiva novu uporabnu vrijednost na čijim se temeljima gradi novi sustav društvenih vrednota u formi informacijskog društva kao svjetskog procesa sa naglašenim nacionalnim i internacionalnim značajkama.

8. Zaključak

Prve društvene mreže tzv. Web-stranice, počevši sa stranicom SixDegrees.com nastalom 1997. godine, pa sve do prvih velikih Web-stranica tj. društvenih mreža kao što su Friendster i MySpace, započela je nova era korištenja Weba, povezivanja i komunikacije među sudionicima/ljudima. Web je u svom početku bio spremište informacija i podataka, velika enciklopedija, komunikacijsko mjesto gdje se pretražuju i pronalaze željene informacije. S rastom i razvojem društvenih web-stranica, Web postaje središte čovjekovih društvenih aktivnosti posredstvom komunikacija.

Web je danas mjesto gdje se korisnici povezuju i komuniciraju jedni s drugima razmjenjujući informacije, stavove i mišljenje, a kao takav prešao je granice e-maila i postao sredstvo komunikacijskog povezivanja ljudi, bez obzira na udaljenost i vrijeme, omogućujući tako socijalizaciju i stvaranje nove kulture koja prije nije viđena u razvoju ljudskih zajednica. Povezivanje putem društvenih mreža (web-stranica) logična je posljedica ljudske težnje za zajedništvom i tehnološkim napretkom. Uistinu,važno je prepoznati potrebe korisnika i ići u korak s napretkom i konkurencijom na tržištu, kako bi povezivanje putem društvenih web-stranica bilo što kvalitetnije, jednostavnije i korisniku zanimljivije.

Društvene mreže najpopularnije su web stranice i njima se danas koriste na stotine milijuna ljudi. U Hrvatskoj su najzastupljenije strane društvene mreže poput Facebooka i Twittera, dok naši korisnici manje koriste domaće društvene mreže, a iako se predviđa jači njihov razvoj, stručnjaci su ipak uvjerenja da one nikada neće doživjeti sudbinu globalnih mreža poput Facebook-a ili Twittera.

No, ono što sigurno možemo tvrditi je to da je komunikacijska budućnost uvelike sazdana od društvenih mreža na globalnom tj. internet komunikacijskom prostoru, a pošto je Republika Hrvatska dio tog prostora, valja poduzeti određene strategijske korake koji će otkloniti sve slabosti i pružiti našim žiteljima takav komunikacijski standard koji će im omogućiti aktivno i paritetno sudjelovanje.

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QUALITY VISUALIZATION OF THE COMPANY FOR A BETTER RECOGNITION

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Abstract
We were interested in how to create an effective visualization of a company and how big is the impact of corporate visual identity elements on company recognition. Effectiveness of corporate visual identity elements was tested. We were also interested in which are the steps of design process. Existing company was included in our study. Data was collected through a combination of interview, questionnaire and survey. Results of the research show that the company has a well-planned brand name, typography and colours. These are used appropriate according to the purpose. Some of the key elements of symbol design (harmony, naturalness and ratio) are badly designed, which result in negative impact of the symbol, symbol also does not broadcast desired meaning and generally does not contribute to the construction of the desired brand or company image.

Keywords: visualization of the company, corporate visual identity, color, symbol, brand name, typography

INTRODUCTION

Santesmases (1991) talks about trademark importance. Simões & Dibb (2001) mention that currently consumers purchase brands and not products. Trademark is created when company adds a certain value to a product which makes it different from other products with similar characteristics and advantages (Pearson, 1996).
The main goal of a company is to gain a favorable image among key stakeholders, which in time cause favorable corporate reputation. This is translated into predisposition to buy organization's products and services, to invest in or to work for the company, buy their stocks, talk positive about the company (Balmer & Stotvig, 1997). Because companies coexist in extremely competitive and unpredictable environment, every successful brand has to have a well-designed corporate visual identity. Corporate visual identity is consisted of trademark or company name, symbol, color scheme and typography.
Despite the importance and widespread use of visual identity elements, many of them evoke negative evaluations, are unrecognizable and hurt the corporate image because of their improper selection.

CONCEPTUAL BACKGROUND

Color

Snoj (1981) reminds us about the importance of color when he describes its functions on sales packaging: it attracts consumer attention, makes it easier to recognize the products consumer is looking for and to remember the package appearance, it induces associations concerning the product, increases readability of texts on the packaging, creates optical illusions, indicates the contents of the package and mark individual items in group of items.
Whelan (1995) says that it is possible to predict responses to specific colors or color combinations and therefore they should be taken into consideration in graphic design otherwise we can achieve opposite of desired. For example we can completely change identity of the company with a certain color and act destructively because corporate visual identity will be unsuccessful in achieving its goal. Also Itten (1999) agrees and states that all evaluations should be based on color theory. He shows how to combine colors to achieve harmonious relationships. Butina (2000) states that colors are causing equal physiological effects but psychological reactions differ from an individual to an individual. Gray (2010) talks about the link between emotions and colors, or more precisely, each color has its own emotional value. For example: yellow is known as extremely pleasant, happy and excited in contrast to its complementary color which is unhappy. At this point we can also mention the symbolic values of colors that are mostly the same within the same cultures. Taylor (2010), Bordeianu & Hristian (2012) and Frieling (1967) are dealing with the meaning of colors, both within cultures or universally. For example: orange is an energetic color, happy, suggests optimism, joy and companionship. It facilitates communication and pleasant feelings. Frieling (1967) associates it with autumn, youth and sunrays.

Typography

The primary purpose of typography is to create conditions for the most optimal transmission of linguistic messages (Mancini, 2005). Typographer must be familiar with different typefaces, their various characteristics, advantages and disadvantages, features and know how to use them appropriately. He must be able to determine

the different range of parameters: size, which typeface and color to use, the best line spacing, position of a text on a page, the right printed format, etc. The role of typographer is to create the best possible result and therefore to communicate a certain idea, a feeling or an image (Mancini, 2005). Which typeface to use is usually affected by the content, purpose, sometimes also the issue of the content and history of the typeface (Calvert, Casey & Dabner, 2011). Schriver (1997) points out that suitable choice is the one when genre, purpose and context interrelate with mood or personality of the chosen typeface. Shaikh, Chaparro & Fox (2006) have confirmed that readers are assigning typefaces certain personality features.
Shaikh's (2009) article presents results from a study which investigated the personality of classes of typefaces (serif, sans serif, display, script / handwritten). For example: Script/handwritten typefaces are much more feminine, soft and delicate than others. Walker, Smith and Livingstone (1986) revealed that typefaces possessed specific semantic qualities and that a particular typeface is much more effective if it shares similar features as the product being advertised. For example a heavy typeface such as Impact would be appropriate for advertising heavy machinery. Mazzini (1996) and Mancini (2005) describe which typeface group to use in various contexts. For example: Mazzini (1996) recommends using serif typefaces for subdued and traditional content.

Name

Chan and Huang (1997) concentrate on criteria and conditions for creating successful brand names and emphasize that they differ from a researcher to researcher. They've investigated and compared four different criteria (McNeal in Zeren (1981), McCarthy in Perreault (1987), Kotler in Armstrong (1997) and Collin (1977)) and recognized that there are inconsistencies and similarities between them. They constructed a three component criteria (marketing, legal and linguistic component) that they consider as essential for development of a good brand name. This criterion is represented in Table 1. Also Turley and Moore (1995) wrote about importance of brand name and due to the diversity of services, brand name strategies vary. They gave us five classifications of service brand names: descriptive, person-based, associative, geographic and alpha-numeric. Kohli and Thakor (1997) point out five categories of names regarding trademark protection and they affirm that the level of trademark protection increases as we progress in the given order below. For example, generic names cannot be registered whilst coined names are expected to receive the best protection. The five brand name categories are: generic, descriptive, suggestive, arbitrary and coined.

Symbol

Many symbols evoke negative evaluations, are unrecognizable and hurt the corporate image. It is possible that desired responses are not achieved because selected symbol has a design that is difficult to store or access in memory, is not likable or fail to create any sense of meaning (Henderson & Cote, 1998).
Graphic design literature identifies which are characteristics of design that will create desired responses (van der Lans et al., 2009). Study made by van der Lans et al. (2009) reviews findings on this topic, including certain aspects of study made by Henderson and Cote (1998), which will be our focus point. Consumers perceive design of a symbol along objective design elements and design dimensions, which are presented in Picture 1. The objective design elements include repetition number of times identical shapes are repeated), proportion (the ratio of a symbol’s width to its height),) and parallelism (number of parallel lines). Design dimensions are elaborateness, naturalness, and harmony. They consist of eight subjective design elements (complexity, activeness, depth, representativeness, organicity, roundness, symmetry and balance).

Table 1: Three component criteria (from Chan in Huang (1997))

The Marketing Component
• suggestive of product benefits;
• promotable and persuasive;
• suited to package;
• fit with company image and other products' image.
The Legal Component
• legally registered and available for use (not in use by another firm);
• unique in competition.
The Linguistic Component
The Phonetic Requirements
• easy to pronounce;
• pleasing when read or heard;
• pronounceable in only one way and in all languages for goods to be exported.
The Morphological Requirements
• short;
• simple.
The Semantic Requirements
• positive, not offensive, obscene, or negative;
• modern or contemporary;
• always timely;
• understandable:
• memorable.

Very important are also consumers' responses to symbol design. Symbols should be recognizable, familiar, elicit consensually held meanings and evoke positive affect. Consumer responses include affect, meaning, subjective familiarity and true and false recognition (Henderson & Cote, 1998). Positive affect is important because feelings can transfer to the product or company. Positive stimulus will attract and hold attention more than emotionally neutral or new stimulus (Raymond, Fenske & Tavassoli, 2003). Shared meaning exists when there is a consensus among respondents about the first meaning or association that comes to their mind when they see a symbol (Ellis et al., 1974 in van der Lan et al., 2009). Symbols with high share of shared meaning are valuable because they are perceived, interpreted and remembered better than stimuli with varied meanings (Rodewald & Bosma, 1972 in van der Lans et al., 2009). Naturalness, harmony and, to a lesser extent, elaborateness may increase shared meaning (van der Lans, 2009). Because shared meaning and subjective familiarity are closely related, the rationale behind the relationships between the design characteristics and subjective familiarity are similar to those for shared meaning, that's why they are connected into a single response called familiar meaning. Familiar meaning is increased by naturalness and by having a proportion close to that of the golden ratio. One of the benefits of selecting symbols with familiar meanings is that they improve correct recognition (ibid.).

Picture 1: Design characteristics (from Henderson & Cote, 1998)

Symbols should speed recognition of a company or brand (Peter, 1989). The rationale is that pictures are perceived faster than words (Edell & Staelin, 1983). This is important because many company communications are seen for only a brief time (e.g., driving by outdoor advertising, walking by products on shelves, flipping through advertisements in magazines). Symbols are important particularly in stores as a means of speeding recognition of products. Remembered pictures can enhance memory of accompanying verbal material (e.g., the company name) (Barrett, 1985). Finally, achieving symbol recognition is a means of protecting the symbol from infringement (Cohen, 1986).
We distinguish between two types of recognition (Henderson & Cote, 1998):

1. True recognition is the correct assertion that one has seen the symbol before. It is improved with a more natural design, repeated elements and moderate levels of harmony (the symbol is not perfectly balanced or symmetrical which is more memorable);
2. False recognition is the incorrect assertion that one has seen the symbol before. False recognition is not necessarily a bad outcome as companies may deliberately create new symbols that seem familiar. It seems to be driven by characteristics including a lack of naturalness (less memorable), high harmony (less distinctive), and multiple parallel lines (less distinctive).

It can be assumed that a set of so-called intrinsic properties will affect an individual's understanding and interpretation of a symbol (Van Riel & Van den Ban, 2001) and are resulting directly from a confrontation with the symbol itself. They are divided into:

- A perception of the graphical parts (what is the factual interpretation of the symbol?) (Henderson and Cote, 1998).

Henderson and Cote have shown that specific »graphical« properties of symbols contribute strongly to increase the familiarity and appreciation of an organization. Graphical elements relate to how the image is constructed for the viewer; the manner in which certain elements are inserted into the symbol raises all sorts of meanings.

- Perceptions of the referential parts (what does the symbol represent?).

Green and Lovelock (1994) have stated that referential properties can also explain the impact of symbols on reputation. Referential properties of the symbol suggest what the symbol actually displays.

METHODOLOGY

We used an online questionnaire (study A), a survey (Survey B), document analysis and we conducted an interview with the company regarding elements of their corporate visual identity. Our purposive sample represented students who do not live in Sweden, are not Swedish-speaking (which is one of the target groups of company) and were therefore exposed to company's corporate visual identity elements for the first time. The meaning of these elements is over specific period of time partly defined by the behavior of an organization in the past and by the intensity of the communication in which they express their values (van Riel & van den Ban, 2001). In our case, we are talking about students of Faculty of Electrical Engineering and Computer Science in Maribor, but possible also of other faculties who have had the opportunity for a student exchange in Blekinge Tekniska Högskola in Sweden. The average age of students who participated was 23, 3 years. With this research we've answered research questions, which are located in the section with the results.

Procedure of collecting data

Instrumentalism A

This part of the research is based on previous studies for evaluating symbol (Henderson & Cote, 1998; van Riel & van den Ban, 2001, van der Lans et al., 2009; Calvert, Casey, Dabner, 2011). Questionnaire was answered by 46 students from Slovenia.

Respondents were asked to describe:

1. graphical associations;
2. meaning of the symbol;
3. purpose of the company with their symbol;
4. interpretation of the company's activities;
5. interpretation of typeface;
6. affect of the symbol.

At the end of the questionnaire we asked respondents to evaluate the match of the symbol with the activity of the company (real estate Company) on a scale from 1 to 5.

Instrumentalism B

The purpose of this part of the research was to measure correct and false recognition. Respondents watched the video where symbol of the company is displayed for 3 seconds, followed by a 3 minute video with arbitrary content. When they were finished with watching the video, they had to choose the symbol from a list of randomly chosen symbols, for which they thought that they saw at the beginning of the video.

RESULTS AND INTERPRETATION

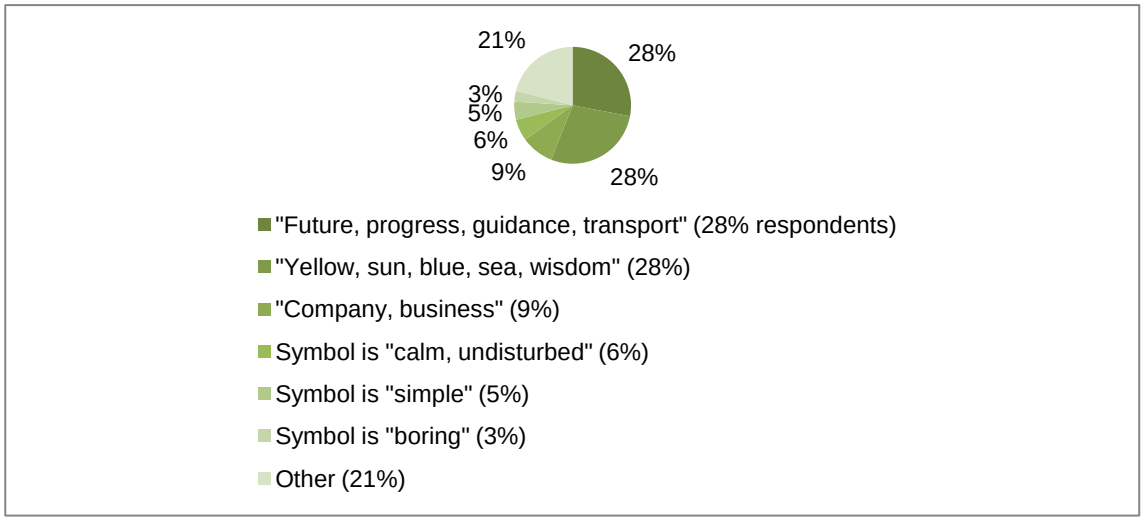
For analysis of open-ended questions in Study A, we used qualitative content analysis. In encoding process, we used an inductive approach which was followed by content analysis and creation of frequency tables which states how many times the phrase appeared in the text. It was then followed by a narrative description of the findings. Frequency tables were also used when analyzing quantitative data. Visual and textual parts were analyzed in documentation, especially we focused on argumentation of the company for their use of colors, typeface, symbol and name, which we combined with data obtained from the interview.

Study A

Graphical associations

In this part of the survey we focused on how the symbol is built; how certain elements are introduced into the symbol and what associations they cause. Graphical associations significantly contribute to increase of the recognision and positive judgment of the company. Respondents associations are represented in Graph 1.

Graph 1: Graphical associations

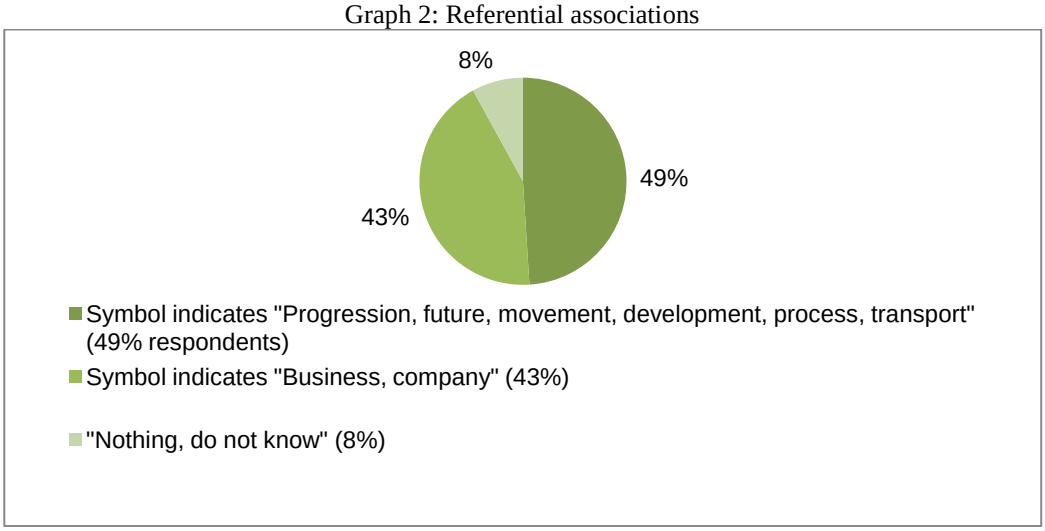


The largest number of associations relate to the future, transport, progress. Since all arrows in the symbol are directed to the right, we can talk about movement forward, certainly not back. As a result, the concept of movement is highly emphasized, much more than expected. Respondents therefore perceive the company's activity as some kind of transportation and not as a real estate company. Colors are correctly attached to warm and cold associations in the image of the company. The use of orange and two shades of blue should associate something warm and cold, in this case home, seaside location, and sea. Blue should be understood as calm and serious color, orange as warm and complementary contrast as lively and dynamic. But symbol evoked a more limited amount of graphical associations about colors. Associations about the symbol also relate to business in general, that symbol is calm and simple, which is one of the intentions of the company. This arises from the use of simple elements.

Referential associations

With this part of the survey we wanted to provide answers about what the symbol means to our respondents; what is its reference. Referential associations explain the impact of the symbol on reputation of the company. The responds are following.

Graph 2: Referential associations



Gained associations again talk about:

a) companies engaged in transport, any kind of movement,

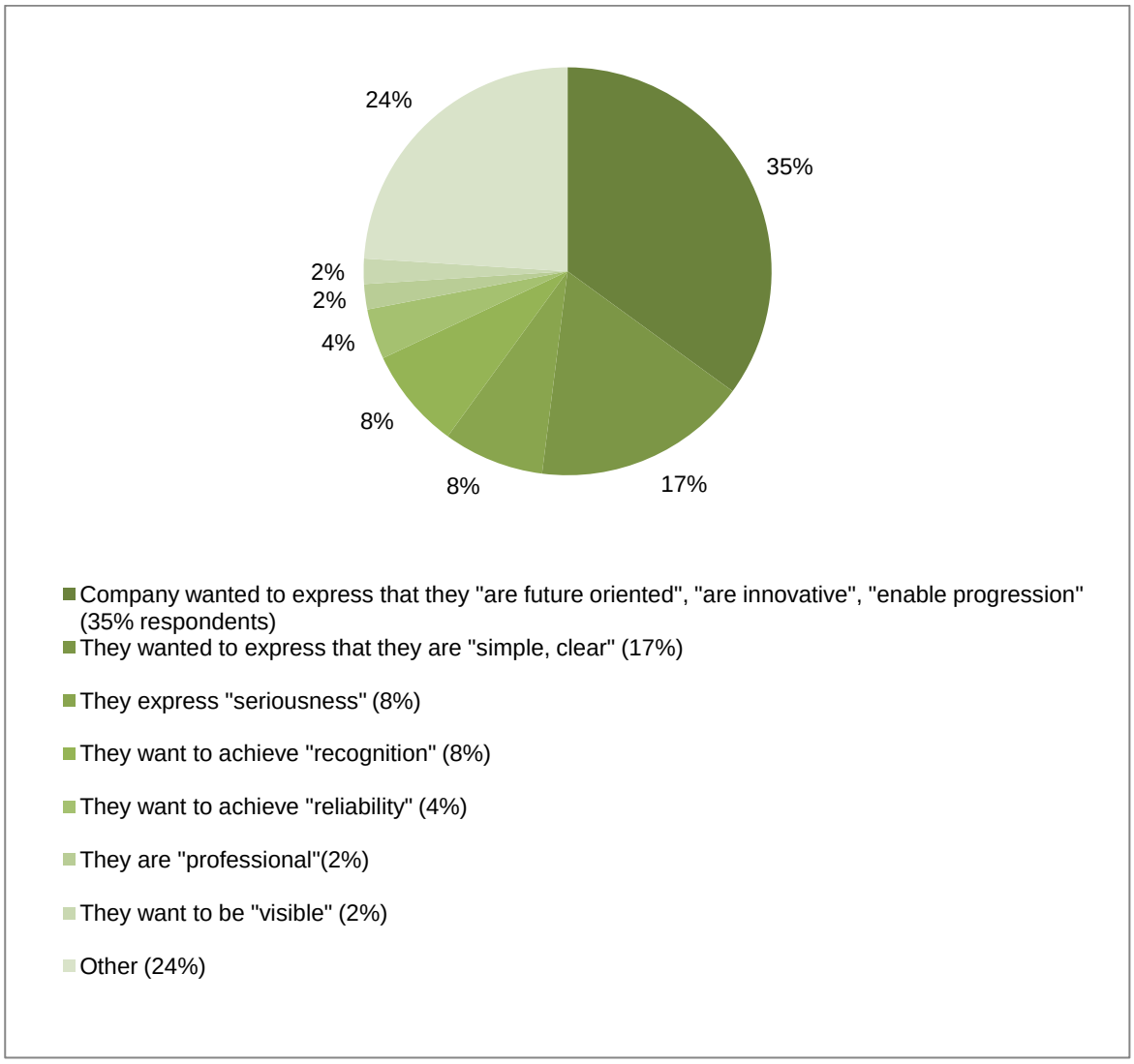
b) companies that are striving to progression, development, future,

c) process, business in general.

Elements of the symbol represent roofs; therefore symbol stands for a real estate company. Referential associations that company wants to communicate were therefore not properly recognized.

Intentions of the company
We asked respondents what they think the company wants to express with its symbol. On this basis, we can measure fit between external perceptions and organisational intentions.

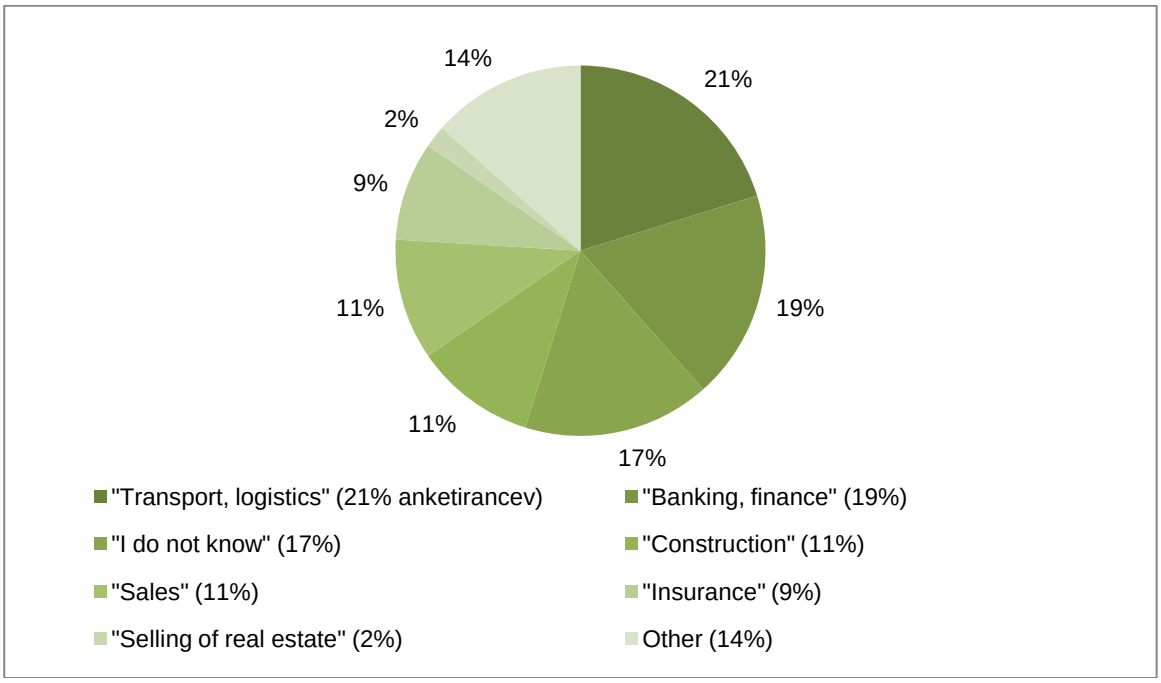
Graph 3: Intentions of the company



The purpose of the company is to communicate stability, security, modernity in moving and aiming forward, ambitions and other general positive associations. We assume that many of the responses are based on general assumptions about the values that every company wants to express with its symbol. For example, its image reflects professionalism, reliability; it attracts attention, etc., as written by some of the respondents. The largest group of answers results from arrows which are facing right. At this point fit between external perceptions and organisational intentions is very good.

Business of the company
Respondents were asked to spontaneously describe the category that came to their mind when confronted with the symbol. It is highly relevant that stakeholders perceive a symbol as fitting with, in this case, the real estate sector.

Graph 4: Business of the company

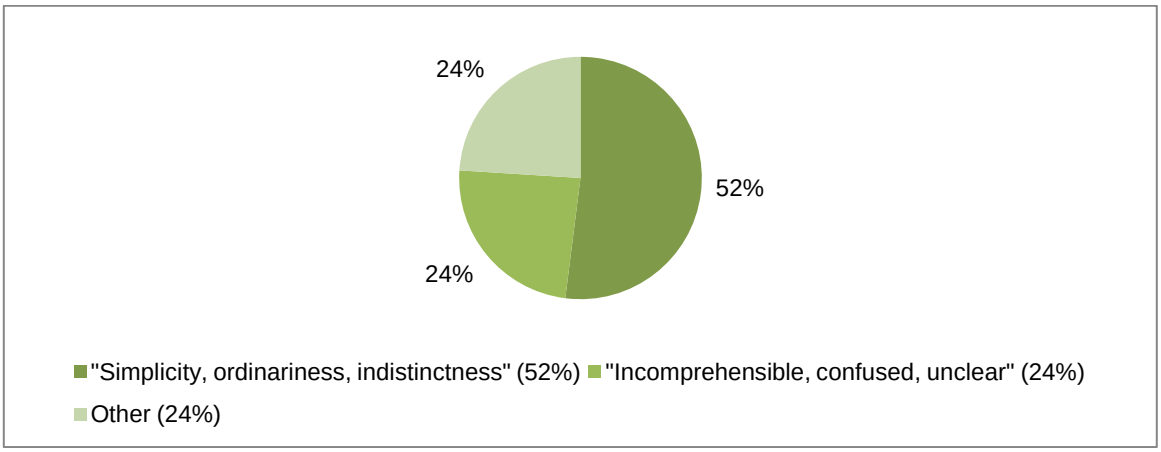


The correct answer gave only one respondent. At this point we can already see that it is necessary to improve the elements of the symbol so its meaning will be easily and most important correctly recognized in the future.

Associations about typeface

We've collected associations regarding typeface used in the symbol. The role of a typeface is to create the best possible result, and thus communicate an idea, a feeling, an image that is associated with the image and features of company's service.

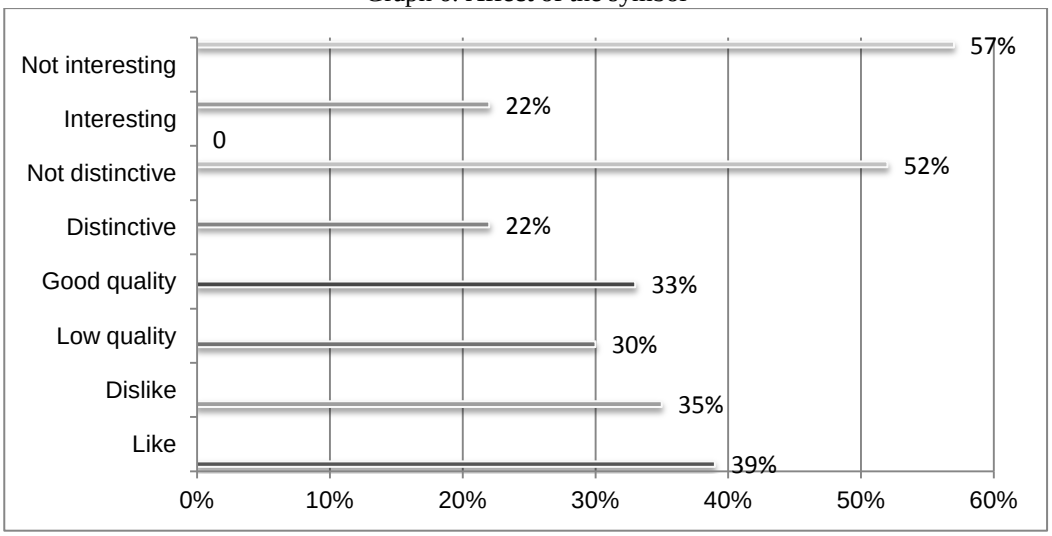
Graph 5: Asassociations about typeface



Answers about simplicity derive from the fact that sans serif typefaces do not contain any tails or ornaments. In any case, the simplicity of this typeface makes it less distinct, hard to remember and probably also does not attract attention as good as others.

Affect of the symbol
We've collected a small set of results regarding the impact of the symbol – its quality, likeness, distinctiveness and if it's interesting or not.

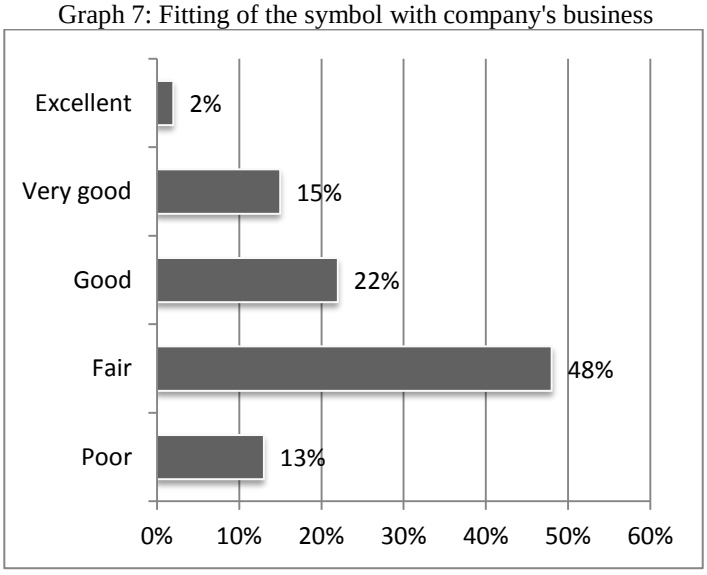
Graph 6: Affect of the symbol



General outcome about symbol's affect was negative. It is mainly perceived as not interesting and not distinctive. It was an expected outcome since naturalness and elaborateness in the symbol are not very good represented. Every symbol should be perceived in a positive way, which is also company's intention in this case.

Fitting of the symbol with company's business – REAL ESTATE COMPANY
We asked respondents to evaluate the fit of the symbol with the category of the company's activities after they already had to guess the activity by themselves. We were interested if disclosure of company's activity will facilitate recognision of the meaning of the symbol.

Graph 7: Fitting of the symbol with company's business



More than 48% of people answered that fitting is less than good which was an expected outcome on a basis of responses about what is the business of the company.

Study B
The purpose of this part of the research was to measure correct and false recognition. 94% of the respondents recognized the correct symbol, while 6% of them chose the wrong one. One of the reasons for correct

recognition lies in the repetition of elements in the symbol (arrows) and that symbol is not perfectly balanced and symmetrical. These deviations from perfect symmetry and balance are considered more memorable.

Answers to research questions and suggestions for improvements

RQ 1.1: Do a Swedish company and the respondents have a different appreciation about the meaning of the typeface used in their symbol?

Swedish company and the respondents rated typeface mostly different. The purpose of the Swedish company is to communicate "modernity". Also, when choosing a typeface, an important element of "simplicity«, which can communicate to their wide audience, should be considered. The biggest match is that they both evaluate typeface used in symbol as typeface that is simple and easy.

RQ 1.2: Is there a connection between what certain typeface represents to various authors and what to a Swedish company?

Often are sans serif typefaces used for companies that wish to express their involvement in modern times (Mazzini, 1996), which is actually quite similar to intentions of the company with usage of the typeface used in symbol. Authors and company consider it simple due to its appearance. Typeface Erazure, which falls into a group of handwritten typefaces, is used for highlighting. Even Shaikh, Chaparro, and Fox (2006) define handwritten typefaces as those that create good contrast with other groups of typefaces. The company uses Arial for internal texts, specifically for headlines and short texts (reports, letters and PowerPoint presentations) and Times New Roman for longer texts. For printed, public materials they use Eureka Sans, especially for headlines and body text. Mazzini (1996) confirms that sans serif typefaces, which include Arial, are not suitable for longer texts. Serif typefaces, which include Times New Roman and Eureka Sans is better suited to relaxed, traditional content and for longer text (ibid.)

RQ 2: Do a Swedish company and the respondents have a different appreciation about affect and meaning of the symbol?

Company intention was that people associate their symbol in a positive way which is not detected in respondents' perceptions. Affect increases when harmony increases, especially symmetry and balance which are both in their symbol in low or medium levels. We can also achieve harmony with correct color combination. Naturalness should be increased to medium levels (especially organicity and roundness).

The meaning of the symbol was recognized excellent, regardless of the fact that local market was not included in the study. Meaning of the symbol - both agreed by the company and respondents is: modernity, future oriented, blue color that both associated with the sea, etc. They both talk about symbol being simple, maybe also a bit boring. But otherwise there was no mentioning that the symbol represents roofs, usually respondents associated the arrows in the symbol with moving forward, being future oriented, transport, etc. Among the responses there was also no mentioning of stability, probably due to lack of harmony, and security, which in principle could be linked with blue color in the symbol, which associates with the uniform (Frieling, 1967).

If we want to achieve that symbol is linked with meanings such as stability and roofs, we suggest some improvements. Again - symmetry and balance of the symbol should be improved. If abstraction is reduced and organicity is increased, meaning of the symbol would be easily associated with roofs and respondents could easily determine the activity of the company. Shared meaning of the symbol is, as already mentioned, enhanced by the naturalness and a ratio which is close to the golden ratio.

RQ 3: To what extent Swedish company fulfills recommendations regarding selection of good brand names?

We relied on recommendations of Chan and Huang (1997) and evaluated company's brand name on a basis of answers from an interview. The company has a well-planned brand name; however, we can extract some weaknesses. Because Karlskronahem's brand name falls into the group of descriptive brand names – which only describes the offering, not the benefits - the level of trademark protection is very low. Their name is not understandable to international markets, also they did not state that this as an important element. Subordinate to this point are also following: name cannot send positive connotations to potential users, it is not persuasive, easy to spell or read. However it can be easily translated into foreign language, because it is composed of two, simple words (Karlskrona and home). It fits the company image, is not offensive, obscene, or negative. It's legally registered and available for use (not in use by another firm). IT's hard to tell if it's unique in competition. Because it contains the name of the city and because the company is public, internationally means it's unique, but because it is simple it may not be very unique. It's suited to package and it is always timely.

RQ 4: Do Swedish company and authors evaluate colors used in the symbol differently?

Meanings that both authors and company attach to each color in the symbol are similar. The company wanted to combine associations such as »Karlskrona«, »islands« and »home«. Karlskrona is known for its seaside location, navy, islands, which are all extremely important for its inhabitants.

Based on Taylor (2010), Bordeianu & Hristian (2012) and Frieling (1967), orange is warm and energetic. It suggests optimism and joy. It is associated with autumn, youth and sunrays. The blue color suggests winter, clarity, liquid or ice, cold temperatures and emotional coldness. It is associated with heaven, sky, sea, summer, law, uniform, navy, hair care products, cleanliness and antiseptic products. It is a calming, cold color.
Meanings come together perfectly. Their entire color scheme is based on complementary colors and with its usage they want to express multiculturalism, which they certainly achieved.

CONCLUSION

The identity of an organization is supposed to be an expression of characteristics of a company. These characteristics are transmitted towards external and internal stakeholders by three elements (Birkigt and Stadler, 1986): behaviour (of employees), communication (advertising, sponsoring, etc.) and symbols (logotypes, brand names, corporate dress, colors, typography etc.). The only more or less consistent element is the corporate symbol. What we wanted to show with this research is that is extremely important to very carefully choose elements of corporate visual identity and thereby create the desired image.
Due to limitations, we suggest further research. The changes that we proposed should be measured and then the most appropriate version should be applied. We assume that company's reputation is increased when behavior and intensive communication is added to image creation (Petty & Cacioppo, 1997) and therefore the perception of these elements is better. It would be interesting to analyze the current state of corporate visual identity with users who are already familiar with the company and already use their services. We also believe that intercultural and among different target groups, there are different responses to elements of corporate visual identity elements.

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MANAGING INFORMATION AND KNOWLEDGE IN THE CASE OF THE CAMPAIGN FOR ELECTIONS TO THE EUROPEAN PARLIAMENT IN 2013

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Abstract
Managing information in the media is based on journalist and editorial evaluation of news value which is based on various criteria that determine whether an event will become news. Communicating political issues is occupying a large part of the media landscape, providing a legitimisation of political decisions, but also affecting political participation of citizens, which is getting smaller. Elections to the European Parliament are perceived as secondordered, primarily because citizens are poorly informed about the internal functioning and structure of the EU. A survey conducted in March and April 2013 during the official first campaign for the European Parliament elections in Croatia in the five widely-read newspapers (Jutarnji list, Večernji list, 24 sata, Novi list and Slobodna Dalamcija), by using a method of content analysis on a sample of 250 articles sought to determine the form of media coverage of the campaign, then issues related to the EU in general and to establish indicators of credibility and objectivity. The results showed unbalanced reporting in all analyzed newspapers with smaller news forms, and with a high level of credibility and objectivity in reporting, which was still disrupted with dominant onesided reporting.

Keywords: selection of news, news value, political communication, political participation, elections to the European Parliament, credibility of reporting

1. Uvod

Informacijsko je društvo postalo sinonim života 21. stoljeća u kojem ključnu ulogu i mjesto zauzimaju informacije čije posjedovanje osigurava bolji položaj u društvu kao i ispunjavanje osobnih ciljeva. Djelovanje u medijskom okruženju također počiva na oblikovanju i distribuciji informacija koje objašnjavaju društvenu stvarnost. Stoga i ne čudi što mnogi pojam informacije u znanosti poistovjećuju s pojmom informacije u medijima. I doista, informacija je prvotno neobrađeni podatak koji kasnijim proširivanjem i stavljanjem u kontekst može dovesti do novih spoznaja, a samim time i do znanja. No, promjenom paradigme unutar informacijskih znanosti te relativiziranjem pojmova poput istine i objektivnosti, promijenilo se i shvaćanje uloge informacija. Pojava novih medija i novih tehnologija osnažila je ulogu korisnika u komunikacijskome procesu, ali i umanjila vjerodostojnost medijskih objava i širenja znanja. Podsjetimo, nije svaka informacija ujedno i vrijedna objavljivanja. Da bi tako bilo ona mora zadovoljiti kriterije informacijske vrijednosti. Riječ je o intuitivnim pretpostavkama novinara što publiku doista zanima. Informacijska vrijednost sastavni je dio kriterija

selekcije vijesti čiji odabir utječe na percepciju publike pojedinoga događaja, ali i pomaže u stvaranju interpretativnoga okvira.
Prikaz političara u medijima, kao i političke teme općenito, zauzimaju mnogo prostora što i ne čudi s obzirom na simbiotski odnos medija i politike. Kako bi se približili građanima, predstavili im svoje programe te zadobili njihovo povjerenje potrebno je jačati političku komunikaciju koja (in)direktno utječe na političku participaciju. Riječ je o složenome sklopu aspekata s ciljem zadržavanja interesa građana pri čemu ključnu ulogu imaju mediji i način prezentiranja tema. Stoga su političke kampanje idealan model za provjeru informativne funkcije medija te širenje znanja o tipu izbora i kandidatima. Izbori za Europski parlament bili su veliki izazov za hrvatske medije, posebice ako uzmemo u obzir činjenicu da se održavaju prvi put i da je riječ o novom načinu glasovanja s kojim je trebalo upoznati javnost. Osim toga, ne treba zaboraviti da je uloga europskih izbora unutar država članica EU-a prilično marginalizirana, o čemu svjedoči i niska izborna participacija. Kakvo je hrvatsko iskustvo s izborima za Europski parlament? Kakvo je bilo medijsko izvještavanje o kampanji, kako se upravljalo informacijama te kakvi su pokazatelji vjerodostojnosti medijskog izvještavanja temeljna su pitanja na koja je ovaj rad pokušao odgovoriti.

2. Poimanje informacije u medijskoj komunikaciji

2.1. Informacija vrijednost – važan kriterij u odabiru događaja

"Postoji mali broj temeljnih vrijednosti koje čine bit komunikacije a to su sloboda, jednakost, raznolikost, istina i informacijska vrijednost te društveni poredak i solidarnost. Govoreći o novinarskim principima i odgovornosti Denis McQuail (2005) ističe tri ključna pojma a to su *sloboda medija, raznolikost medijskoga sadržaja* te *informacijska vrijednost*." (Grmuša, 2010: 9)

McQuail (2005: 200) ističe prednost i korist *informacijske vrijednosti* čiji je imperativ da se temelji na istini: osiguravanje temelja demokratskog odlučivanja, zaštita pred propagandnim materijalima , upozoravanje na moguće rizike te upoznavanje svakodnevnih potreba recipijenata. Teorija vrijednosti vijesti analizira sadržaje medija na osnovi kojih se zaključuje o kriterijima novinarske selekcije. Kunczik i Zipfel (2006) podsjećaju da se pogled pritom usmjerava na određena obilježja događaja na temelju kojih novinari odlučuju o izboru i koji utječu na vrijednost vijesti (McQuail, 2005, Kunczik Zipfel, 2006 prema Grmuša, 2010).

Dodjeljivanje informacijske vrijednosti nekom događaju, kako ističu Hrvoje Prpić, Goran Popović i Slobodan Hadžić (2010: 1), izravno je povezano s procesom filtriranja događaja koji će postati vijestima od onih koji to neće postati. Odluke o tome najčešće donosi glavni urednik, čije je djelovanje (uređivačka politika), određeno raznim unutarnjim i vanjskim faktorima koji utječu na to hoće li određena pristigla informacija biti objavljena ili ne. Na tome su tragu provedena brojna *gatekeeper* istraživanja, a koja su pokazala da većina pristiglih informacija ipak neće ugledati svjetlo dana u medijima. Prpić, Popović i Hadžić (2010) ističu tu činjenicu kao jedan od nedostataka *gatekeeper* istraživanja, budući da se ona ne bave samo izvorom informacija, već je selekcija svedena isključivo na *gatekeepere*.

2.2. Kako selekcija vijesti utječe na percepciju događaja kod recipijenata?

Perišin (2010) naglašava kako nije dovoljno da neki događaj ima elemente vijesti već da na njihov odabir utječu različiti čimbenici. U skladu s tim i događaji niske informativne vrijednosti postaju temom dana. Govoreći o uvjetima važenja čimbenika vijesti Kunczik i Zipfel (2006) ističu kulturološke razlike i promjene unutar profesije kroz vrijeme o čemu govori Wilkeovo istraživanje, koje je pokazalo diverzifikaciju medijske realnosti što se manifestira u sve češćem izvještavanju o društvenoj stvarnosti i beznačajnim osobama. Prema Wilkeu su personalizacija i odnos prema elitnim nacijama stabilni čimbenici selekcije vijesti, dok su prominentnost i negativnost puno manje stabilniji. Isti autor naglašava kako je i napredak grafičke opreme s vremenom postao vrlo koristan alat u procesu selekcije vijesti (Wilke, 1984 prema Kunczik, Zipfel, 2006, 137, 138).
Iako je teorija definirala kriterije selekcije vijesti sukladno specifičnostima pojedinoga medija, Perišin (2010) smatra kako se kriteriji selekcije vijesti ne razlikuju previše na televiziji i u tisku. Pozivajući se na Donsbacha i njegovo djelo iz 2004. godine *'Psihologija izbora vijesti'* Perišin navodi problem sve većeg jaza između novinara i znanstvenika, baš kao i Donsbach, što je posljedica činjenice da su znanstvenici postali kritičari uspoređujući stanje u medijima sa slikom kakva bi trebala biti. Perišin (2010) takvo stanje tumači činjenicom kako je većina dosadašnjih istraživanja bila okrenuta recepciji vijesti kod korisnika, a ne procesima njihove selekcije. Kunczik i Zipfel (2006) upozoravaju kako su "novinarski kriteriji selekcije vijesti uvjetovani kontekstom, tj. da mogu varirati ovisno o temi." (2006: 140). Primjerice, izvještavanje o konfliktu može imati manju vrijednost ukoliko se uz njega jave i drugi događaji. Također, treba razlikovati informiranje o svakodnevnim i o izvanrednim temama koje je također vođeno različitim selekcijskim kriterijima (Kepplinger, 1998, Staab, 1990 prema Kunczik, Zipfel, 2006).
Osim kriterija selekcije vijesti, na percepciju događaja utječe i interpretativni okvir izvještavanja. Koncept framinga pokušava objasniti odabir novinarskih vijesti, njihovu stabilnost i promjene. Riječ je o

interpretacijskom okviru koji olakšava selekciju i obradu informacija vodeći se prijašnjim iskustvima. Framing obuhvaća novinarsko strukturiranje događaja kao i njihovu recepciju kod publike (Kunczik Zipfel, 2006). Brosius i Eps (1995) su detektirali četiri mjesta na kojima okvir ulazi u područje odabira vijesti – razumijevanje događaja kao vijesti, odabir događaja za izvještavanje, smještanje događaja u kontekst te određivanje vrijednosti događaja (Brosius i Eps,1995 prema Kunczik, Zipfel 2006, 148). Autori ističu razliku između rutinskog informiranja i informiranja o izvanrednim događajima. "U uobičajenim događajima "framing" stabilizira ponudu vijesti jer se primjenjuju konstantni kriteriji odabira. Za izvanredna zbivanja i novu temu, koriste se novi interpretacijski okviri (frames) ili mijenjaju stari" (2006: 149). Njihova su kasnija istraživanja pokazala kako ključni događaji mogu promijeniti novinarski referentni okvir. Eilders (1997) je pokazala kako čimbenici vijesti utječu na ponašanje recipijenta pri odabiru. I dok su Galtung i Ruge selekcijske procese objašnjavali psihologijom percepcije, Eilders je u svojoj studiji istraživala medijske priloge i njihovu recepciju s obzirom na usmjerenost prema čimbenicima vijesti. "Rezultati studije pokazali su da kod recipijenta čimbenici vijesti upravljaju odabirom i obradom informacije. Pri tome su se osobito uspješnim pokazali čimbenici "etabliranost", "kontroverznost", "iznenađenje", "utjecaj / prominentnost", "personalizacija", "štetnost". Čimbenici "korist", "faktičnost" i "doseg" nisu se pokazali važnima." (Eilders, 1997 prema Kunczik, Zipfel, 2006: 179).

3. Mediji i politika – prirodni ili slučajni saveznici?

Problematiziranje odnosa medija i politike tumači se različitim metodološkim pristupima, tj. različitim paradigmama. Tako "paradigma podjele vlasti" ističe supostojanje političkog i medijskog sustava koji su međusobno neovisni. Ovdje se mediji smatraju "četvrtom vlašću" budući da se ističe njihova kritička uloga i kontinuirano propitivanje vladajućih, kao i legitimiranje. S druge strane, "paradigma instrumentalne ovisnosti' polazi od pretpostavke pomicanja granica jednog sustava na račun drugoga, što je vidljivo u gubitku autonomije pojedinih medija te ovisnošću o politici. Pokušaj je to, kako ističe Schatz (Schatz 1982 prema Kunczik Zipfel, 2006) ostvarivanja političke koristi i osiguravanja povjerenja građana, a što se postiže politizacijom upravljanja medija i medijskoga sadržaja."Definiranje politike i komunikacija s javnošću o njoj, dvije su strane iste medalje koje moderan političar ne smije razdvajati. Za njega politički djelovati znači i planirati i stvarati političku komunikaciju i pri tome ne misliti samo na sadržaje nego i na javnu provedbu politike. U modernoj demokraciji nezamislive su političke strategije bez komunikacijskih strategija. Onaj tko kreira politiku mora odmah uključiti i komunikaciju o njoj." (Radunski, 1980: 9 prema Kunczik, Zipfel, 2006: 58).
Istodobno, "paradigma simbioze" pretpostavlja snažnu međuovisnost politike i medija. I dok su politički događaji neizostavan dio medijskih sadržaja, mediji svojim djelovanjem promiču rad političara te omogućavaju (pre)poznavanje i legitimiranje njihovih odluka. Saxer (1981 prema Kunczik i Zipfel, 2006) ovaj model tumači kroz odnos inputa i outputa. Novije teorije polaze od predviđanja o potpunome spajanju političkog i medijskog sustava u jedan novi supersustav, što će uzrokovati sve veću marginalizaciju građana i njihovih potreba. Stoga i ne čudi nezainteresiranost građana za politiku, a što se pokušava objasniti selektivnošću medijskog izvještavanja i fokusiranju na nebitne i zabavne stvari, kao i izvještavanje u dominantno negativnome okviru. Posebno je to izraženo u televiziji koja ograničava kontekst političkog djelovanja, a prikazi političara slični su kazališnim scenografijama što doprinosi stvaranju pogrešne slike o profesiji političara. Holz - Bacha (1990a, 1994a prema Kunczik Zipfel, 2006, 62) utvrdila je postojanje negativne veze između konzumacije političkih izvještaja na televiziji i tisku te političke indisponiranosti kao i postojanje pozitivne veze između konzumacije zabavnih medijskih sadržaja i političke otuđenosti što je poznatije i kao zabavna indisponiranost. Njezine je teze demantirao Wolling (1999 prema Kunczik, Zipfel 2006) analizirajući televizijske vijesti i dnevne novine te povezujući svojstva izvještavanja na razini individualnih podataka s podacima iz ankete. Kao glavni oblik nezainteresiranosti građana za politiku istaknuo se dominantan negativni okvir izvještavanja kao i negativna osobna iskustva građana (vezana uz djelotvornost političkog sustava) te opća gospodarska situacija (Kunczik, Zipfel, 2006, 63).

3.1. Kako politička komunikacija utječe na političku participaciju? - slovensko iskustvo

Govoreći o mehanizmima koji utječu na izbornu kampanju treba istaknuti tri bitna faktora: procesno-organizacijski, medijski i sistemski, smatra Kustec Lipicer (2007), koja pretpostavlja da na učinkovitost izborne kampanje utječu i rezultati stranke na nacionalnim/lokalnim izborima. Procjena učinkovitosti kampanje podrazumijeva oslanjanje na vremenske i prostorne uvjete. I dok se vremenski uvjeti odnose na period održavanja kampanje, prostorni je aspekt fokusiran na geografsko-političku razinu odvijanja kampanje. Tako stalna kampanja može rezultirati smanjenjem interesa kod birača, dok prekratka kampanja teško može biti učinkovita. Istodobno, prostorni aspekt podrazumijeva da uspjehu stranke može pridonijeti i podrška vodstva na nacionalnoj razini (Kustec Lipicer, 2007). Procesno-organizacijski aspekti odnose se na logistiku u užem smislu riječi, medijski na odnos prema biračima u smislu praćenja medijske komunikacije na svim razinama te širi sistemski aspekti koji podrazumijevaju pitanja političke mobilizacije i participacije.

Spomenuti medijski učinci mjerljivi su kroz sadržajnu raznolikost i argumentaciju o vlastitim stajalištima o EU temama. Slovensko iskustvo s izborima za EP pokazalo je kako je angažiranje stručnjaka u kampanji postalo uobičajeno. No, uzimajući u obzir vremenski aspekt trajanja slovenske kampanje treba istaknuti kako je ona bila iznimno kratka. Stranke su svoje programe predstavljale u brošurama i letcima koje je Kustec Lipicer (2007) ocijenila sadržajno nedorađenima. Naglasci slovenske kampanje za EP mogu se promatrati u kontekstu tadašnjih društveno-političkih okolnosti; donošenja EU Ustava, djelovanja EU institucija, borbe protiv terorizma. Teza o utjecaju pojavljivanja kandidata u medijima i izbornoga rezultata analizirana je na primjeru odnosa slovenskih političara prema medijima. Sučeljavanja na televiziji nisu izbjegavana, a stranke su predstavljali istaknuti kandidati, vrsni poznavatelji europskih prilika. Naglasci sučeljavanja odnosili su se na teme vezane uz unutarnje i vanjsko-političke probleme, a ne uz teme iz kampanje.[58] Autorica ističe dva faktora koji su utjecali na izbore za EP: "s jedne strane su mediji samovoljno odlučivali o tome što će se u kampanji naglasiti, pri čemu se pokazalo a) ili da se nisu uskladili s programskim naglascima političkih stranaka i b) ili da se uopće nisu orijentirali na informiranje, analiziranje i komentiranje predizbornih aktivnosti i stajališta stranaka, nego isključivo na opće obrazovno informiranje građana o izborima za Europski parlament i njegovim nadležnostima što se pak tiče količine informacija o predizbornoj kampanji, možemo zaključiti da je ono u većini medija, pogotovo u tiskanim medijima i na internetu, bila tako mala da se teško može bilo što pouzdano ustvrditi o njihovu mogućem utjecaju na izborne rezultate, iako bismo, unatoč svemu, iz onoga što je utvrđeno zaključili da medijski elementi u kampanji nisu bili primjereno iskorišteni" (2007: 78, 79).

Deželan (2007) u svom radu istražuje razloge apstinencije slovenskih birača na europskim izborima. Autor ističe kako se izbori za EP nerijetko doživljavaju kontradiktornima što se očituje u nacionalnim, subjektivnim kriterijima koji djeluju na birače prilikom odabira kandidata/stranke te unutarnjo-političkih prilika (Marsh 1998, Mattila 2003 prema Deželan 2007). Izbori za EP doživljavaju se kao sudjelovanje u europskoj političkoj areni u kojoj se odlučuje na političkoj razini (Marsh 1998, Norris 1997 prema Deželan 2007). Glavna obilježja izbora za EP su niska razina participacije građana u usporedbi s nacionalnim državama te lošiji izborni rezultati stranke na vlasti u pojedinoj zemlji članici (Deželan, 2007). Nizak odaziv na izbore za EP upućuje na sve prisutniji problem demokratskoga deficita, a time i na legitimiranje Unije i njenih institucija, kao što i otvara pitanje smisla integracija. Brojni su teoretičari (Bicci i dr. 2003, Corbett i dr. 2000, Blondel i dr. 1980 prema Deželan 2007) pokušali dati odgovor na to pitanje; i dok su jedni tvrdili kako je glavni razlog apstinencije slab krug ovlasti koje ima EP što dodatno demotivira birače, kritičari su taj argument s vremenom odbacili jer je s porastom ovlasti EP-a u međuvremenu participacija građana još uvijek niska. Osim doživljavanja EP-a kao druge, sekundarne političke arene, ne treba zaboraviti ni pad povjerenja građana u političare, ali i politiku općenito.

Ponašanje birača na izborima dolazi u središte proučavanja političkih znanosti polovinom 20. stoljeća gdje se u sklopu različitih teorija i s različitih aspekata nastoje protumačiti faktori koji određuju hoće li birači izaći na izbore ili ne. Tako sociološki aspekt ističe ekonomsku i obrazovnu situaciju kao preduvjete sudjelovanja, a ukoliko ih nema tada govorimo o socijalnoj isključenosti (Sinott i Lyons 2003 prema Deželan 2007). Istodobno, psihološki aspekt proučava ulogu i utjecaj medija na odaziv birača. Naime, nerijetko dominantan negativan interpretativni okvir izvještavanja vođen senzacionalističkim načelima, ali i tabloidnim formama predstavlja politiku kao nečasno zanimanje, a izvlačenjem 'prljavog rublja' mediji ponekad djeluju kao produžena ruka u prljavoj političkoj kampanji. Tako skupinu teorija koje se bave proučavanjem izbornog ponašanja čine i ekonomske teorije koje polaze od racionalno-ekonomskih pretpostavki koje tvrde da pojedinac neće izaći na izbore ukoliko ne očekuje da bi njegov glas mogao nešto promijeniti, a takva su očekivanja ističe Deželan (2007), upravo istaknuta na izborima za EP. Ne treba zaboraviti i da na izbornu participaciju utječu i situacijski činitelji poput datuma održavanja izbora, vremenske prognoze kao i mogućnosti e-glasovanja.

Govoreći o faktorima utjecaja na izbornu participaciju Deželan (2007) se poziva na Sinnottovu tipologiju (2003) koja obuhvaća potpornu i mobilizacijsku komponentu. I dok potporna obuhvaća uvjete ostvarivanja političke participacije, mobilizacijska komponenta odnosi se na faktore poticanja na participaciju. Autor naglašava kako se taj proces može odvijati na individualnoj i institucionalnoj razini. Sinnottov model institucionalne potpore podrazumijeva administrativni aspekt provedbe izbora te institucionalne procese kojima je cilj poticati participaciju birača (Deželan, 2007, 28). Nama je u ovome radu svakako najzanimljivija tzv. kognitivna potpora koja podrazumijeva informacijsku kampanju o izborima, potom "opseg i kvaliteta informiranja masovnih medija o izbornom procesu i izbornoj kampanji, a i mogućnost dobivanja besplatnoga medijskoga prostora (ponajprije na televiziji) za iznošenje stajališta političkih stranaka, priređivanje političkih rasprava o izborima na televiziji i izdvajanje dovoljnoga iznosa sredstava za vođenje izborne kampanje" (2007: 28).

[58] Tako su kampanjom dominirali odnosi s Hrvatskom, pitanje romske manjine te slučaj izbrisanih. Analiza slovenskog tiska pokazala je slabu zainteresiranost za praćenje izbora za EP, a središnja tema većine članaka odnosila se na ovlasti EP-m kao i prikaz iskustava s izborima za EP u drugim zemljama članicama (Kustec Lipicer, 2007, 77).

3.2. Izbori za Europski parlament – Odraz nacionalnih politika prema EU-u?

Izborno građansko ponašanje pod sve većim je utjecajem masovnih medija, determiniranih tehnološkim karakteristikama koje utječu i na dostupnost informacija. "Medijsko komuniciranje u procesu izbornog građanskog ponašanja postaje proces (ne)diskurzivne kompetitivnosti, suočavanje i odmjeravanje moći gdje svaki subjekt izbornog ponašanja želi dokazati svoju umnu, kulturnu, političku, gospodarsku, tradicionalnu i građansku superiornost" tvrde Plenković, Hadžić i Kučiš (2006: 1). Moć medija neupitna je prije svega zbog stvaranja i mijenjanja slike svijeta, što su prepoznali i političari koji koriste razne komunikacijske kanale za ostvarivanje vlastitih ciljeva, ali i promicanje ideologije stranke kojoj pripadaju. Izborno komuniciranje obilježeno je odmjeravanjem različitih interesa (od osobnih do nacionalnih). I dok su se starije komunikativne teorije oslanjale na teoriju simboličkog interakcionizma, novije teorije komuniciranje promatraju kao "oblik strateške interakcije koja sadrži dva proturječna procesa; proces približavanja, konjukciju dviju ličnosti, dvaju identiteta kao i proces udaljavanja, disjunkciju dviju ličnosti, odnosno čuvanje identiteta vlastitog interesa i nadmoći." (2006: 2). Medijska moć održava se i kroz posredovanje interesa onih koji tu moć i posjeduju. Stoga i ne čudi želja mnogih koji nastoje ući u vlasničku strukturu medija, nastojeći osigurati željeni medijski prostor, što upućuje na složeni problem proučavanja utjecaja medija i međuovisnosti o interesnim skupinama. Njihov utjecaj na medijski sadržaj, točnije na posredovane informacije, ali i na njihovu interpretaciju omogućava izuzimanje nepoželjnih/neprikladnih poruka čija je selekcija nerijetko vođena stranačkim preferencijama (Plenković i sur., 2006). Istraživanje provedeno 2003. godine[59] analiziralo je medijsku zastupljenost građanskih i stranačkih opcija na hrvatskoj političkoj sceni te je pokušalo utvrditi korelaciju između medijske zastupljenosti i izbornog ponašanja. Rezultati su pokazali "da ne postoji jednostavan uzročno-posljedičan odnos između medijske zastupljenosti i izbornog ponašanja jer se preferencija birača prije izborne kampanje nakon medijske izloženosti tijekom kampanje nije bitno promijenila u značajnije promjene izbornog ponašanja" (Plenković i sur., 2006: 18).[60] Može li medijska zastupljenost EU tema tijekom kampanje za izbore za EP utjecati pozitivno na izborno ponašanje birača i pridonijeti smanjenju informacijskog i demokratskog deficita u EU ?

Demokratski je deficit već neko vrijeme u središtu rasprava politologa, no on nije obilježje samo jedne institucije tvrdi Grubiša (2012) već obilježje cijele EU i njenih građana. Ipak, demokratski se deficit najviše očituje kroz izbor kandidata za EP i to u vidu negativne selekcije, pri čemu kvalitetniji zastupnici dobivaju mjesto u EP-u, dok se ostali smještaju u drugim europskim institucijama. Odgovornost za funkcioniranje EU-a ostala je tek na deklarativnoj razini, a ne treba zaboraviti da je to jedan od temeljnih preduvjeta funkcioniranja Unije.

No, uz demokratski deficit Grubiša kao glavni problem EU-a ističe političku alijenaciju, tj. "otuđenost građana u odnosu na Europsku uniju kao cjelinu – na njezine ciljeve, vrijednosti, ideje i konačno konkretnu praksu." (2012: 52). Riječ je o fenomenu koji se očituje na četirima razinama; 1) političkoj nemoći zbog nemogućnosti utjecaja na izvršnu vlast, 2) političkoj besmislenosti kao osjećaja/loše percepcije nadležnosti političkih odluka i programa, 3) izlasku izvan okvira političkoga djelovanja i 4) političkoj izoliranosti koja se manifestira u odbacivanju općeprihvaćenih vrijednosti i pravila (Grubiša, 2012, 55). Razloge udaljenosti građana od europskih institucija Grubiša nadalje dijeli u dvije osnovne skupine; razloge objektivne i subjektivne prirode od kojih se svaki dijeli na četiri podskupine. Objektivni razlozi tumače se na sljedeći način: a) nadnacionalni karakter Unije onemogućava građanima poistovjećivanje s EU kao državom, b) funkcioniranje Unije na principu kompromisa i traženja win-win situacija uglavnom je nezanimljivo većini građana, c) slaba djelotvornost EU-a na vanjskopolitičkoj sceni u rješavanju svjetskih sukoba i kriza i d) decentralizirani sustav odlučivanja u nekoliko europskih prijestolnica građani nikada nisu prihvatili već ga smatraju nepotrebnim troškom (Grubiša, 2012, 53). Subjektivni se razlozi udaljenosti građana od EU institucija također promatraju kroz četiri skupine: a) razlozi vezani uz kvalitetu i ponašanje EU institucija: nedostatak karizmatskih ličnosti Unije rezultira slabom percepcijom njihova položaja od kojih su neki puno jači igrači na nacionalnoj političkoj sceni nego na europskoj. Dodatan problem predstavlja njihova slaba vidljivost i utjecaj. Nacionalna je karijera primarna za razliku od europske, slaba je transparentnost donošenja odluka a percepcija demokratskoga deficita veća je od stvarnoga stanja, Drugu skupinu b) čine razlozi vezani uz kvalitetu i ponašanje nacionalnih političkih autoriteta vidljivi su u nepoznavanju funkcioniranja Unije, zanemarivanju potreba građana da znaju više o EU, zatim "politika hipokrizije te politika neodgovornosti ili dvostruke lojalnosti" (Grubiša, 2012: 55). Slijede c) razlozi vezani uz ponašanje europskih medija. Djelovanje EU medija komercijalno se usmjerava što potiskuje rad ozbiljnih medija. Ističe se i slab interes medija za EU teme (iznimku čine izbijanje kriza, eurozona ili pak afere pojedinih

[59] Istraživanje je provedeno od 1. 09. do 30. 11. 2003. godine metodom analize sadržaja na dvjema razinama: prva se odnosila na jednomjesečnu analizu svih tiskovina u Hrvatskoj, a druga razina na analizu spotova na televiziji, tisku i vanjskim oglasima. Autori su pretpostavili da će konvergencija programa političkih stranaka rezultirati oslanjanjem na politički imidž i personalizirani tip kampanje. S druge strane, sljedeća je pretpostavka bila da će veća razlika u programima rezultirati oslanjanjem na sadržajnu komponentnu i racionalni izbor. (Plenković i sur., 2006).

[60] Autori ističu utjecaj medijskih objava i propagandnih spotova, koji su bili u središtu njihovoga istraživačkog utjecaja, ali i dodaju kako ostali potencijalni oblici utjecaja poput stranačkih skupova, komunikacije stranka – birači te komunikacije letcima nisu bili obuhvaćeni ovim radom (Plenković i sur., 2006).

europskih političara te osude) što pogoduje medijskome deficitu. Pogrešno informiranje javnosti nerijetko je rezultat i slabe obrazovne razine novinara koji neučinkovito objašnjavaju djelovanje EU-a (Popović, Grmuša, Prpić, 2011). Ne treba zaboraviti ni slabu interkulturnu komunikaciju o kulturno-povijesnome naslijeđu ostalih zemalja članica što dovodi, kako smatra Grubiša (2012) do zatvaranja u nacionalne okvire. Posljednju skupinu d) čine razlozi vezani uz ponašanje i stavove građana, a obuhvaćaju slabo razumijevanje djelovanja EU-a ("izgubljeni u EUkraciji"), zatim nepoznavanje europske pravne stečevine te se odnose i na "inerciju političkog ponašanja i nedostatnost civilnog i kulturnog angažmana građana" (Grubiša, 2012: 56) te osporavanje legitimnosti EU-a za (ne)miješanje u probleme pojedine zemlje članice. No, Grubiša (2012) upozorava kako je demokratski deficit EU-a zapravo deficit svih njenih članica budući da izabrani europarlamentarci moraju odgovarati narodu koji ih je izabrao.

Postavlja se pitanje za što građani koriste izbore za EP; kako bi kaznili svoje nacionalne vlade ili kako bi izrazili svoj stav o EU pitanjima? Uvriježilo se mišljenje kako EP izbori odražavaju stav birača uoči predstojećih nacionalnih izbora, ali i da služe kažnjavanju vladajuće stranke. Također, izbori za Europski parlament doživljavaju se drugorazrednim nacionalnim izborima koji pokazuju pravi omjer snaga na političkoj sceni. Hix i Marsh (2007) tvrde kako se ta drugorazredna priroda očituje u sljedećim argumentima; manjem odazivu birača i manjoj količini sredstava koje stranke izdvajaju za njih, te u tome što izbori za EP nemaju izravan utjecaj na formiranje nacionalnih vlada. Osim toga, izbori za EP omogućuju građanima šansu da "glasaju srcem" za stranke bliže njihovim osobnim uvjerenjima te omogućuju ljudima da izraze nezadovoljstvo vladajućima. Nizak odaziv građana nerijetko se tumači i padom povjerenja prema europskim integracijama. No, Hix i Marsh (2007) donose drugačije mišljenje; tako na individualnoj razini građani koji podupiru EU integracije češće glasaju na izborima za EU parlament od onih koji su protivnici eurointegracija. Participacija na izborima za EP može se promatrati i kroz ekonomsku prizmu; države koje imaju veće koristi od EU članstva ujedno imaju i veći odaziv. Slično vrijedi i za odobravanje EU politika – što je veće protivljenje građana istima, to je izlaznost na izborima za EP veća. Kakav je interes hrvatskih medija za EU teme te na koji su način pratili kampanju za izbore za Europski parlament 2013. analizirat ćemo u nastavku rada.

4. Metodologija istraživanja

4.1. Hipoteze

Ovim istraživanjem nastojalo se ispitati na su koji način vodeće dnevne novine u Hrvatskoj popratile kampanju za izbore za EU parlament te ostale teme vezane uz EU i Hrvatsko pristupanje EU, u vrijeme službenog trajanja kampanje (21. 3. do 12. 4.2013.). Kako bismo to ispitali, postavili smo nekoliko istraživačkih hipoteza koje smo testirali, a koje pokrivaju sve relevantne ciljeve ovog istraživanja:

Istraživačka pitanja i hipoteze:

IP (1): Kakvo je medijsko praćenje kampanje za izbore za EP?

H1: Medijsko praćenje kampanje za izbore za EP je neuravnoteženo u svim analiziranim tiskovinama.

H1a: Najviše prostora kampanji su posvetili Novi list i Jutarnji list, a najmanje 24 sata.

H1b: Najviše pažnje i prostora posvećeno je dvjema najvećim strankama i njihovim kandidatima, dok su manje stranke uglavnom marginalizirane.

H2: Teme i programi kandidata za EP ostale su u sjeni domaćih unutarnjo-političkih tema vezanih uz lokalne izbore.

H3: Izvještavanje o EP-u, kao i o prefrencijalnome glasovanju je površno, bez dodatnih informacija i odvija se putem manjih novinskih formi čime je potisnuta informativna uloga medija.

H4: Medijsko praćenje kampanje za EP odvija se u dominantno negativnom interpretativnom okviru praćenome senzacionalizmom (skretanje s glavne teme članka, negativan prikaz djelovanja budućih hrvatskih zastupnika u EP-u…).

IP (2): Kakvi su pokazatelji vjerodostojnosti medijskog izvještavanja?

H1: Većina informacija temelji se uglavnom na jednome izvoru, pri čemu se ističe pristranost u izvještavanju.

H2: U većini slučajeva izvori se ne navode ili su anonimni.

H3: Jasno se razlikuju informacije od stavova sugovornika i novinara.

H4: Veza između naslova i sadržaja je izravna.

H5: Većina je medijskih objava autorska i potpisana.

4.2. Metoda

Za potrebe ovog rada odabrana je analiza sadržaja kao najpogodnija metoda istraživanja velikog broja članaka (N=250). Osnovna jedinica analize je pojedini novinski članak unutar kojeg je analiziran njegov sadržaj. Analiza sadržaja omogućava objektivnu usporedbu zadanih parametara, a u interpretaciji dobivenih rezultata istraživanja korišten je neparametrijski statistički test – Hi² kvadrat test – kojim smo provjeravali postojanje/nepostojanje statistički značajnih razlika između dobivenih frekvencija zadanih parametara u odnosu na očekivane/teorijske frekvencije. Analitička matrica koncipirana je na način da podaci prikupljeni njome omogućavaju ovakvu kvantitativnu analizu sadržaja na temelju koje smo provjeravali/testirali hipoteze proizašle iz postavljenih istraživačkih ciljeva i problema.

4.3. Istraživački ciljevi

Dva su glavna cilja ovog istraživanja. Prvi je utvrditi forme medijskog praćenje i izvještavanja o kampanji za izbore za EP i temama vezanim uz EU u periodu službene kampanje te drugi cilj, utvrditi koji su pokazatelji vjerodostojnosti i objektivnosti medijskog izvještavanja.
Specifični ciljevi su bili utvrditi:Koliko je koji od promatranih medija dao prostora kampanji i temama vezanim uz EU, postoji li neuravnoteženost u frekvenciji i načinu izvještavanja, koje teme, programi i sugovornici dominiraju, zatim postoji li dominacija domaćeg unutarnje-političkog okvira u izvještavanju te kakve novinske forme dominiraju. Istodobno, istraživanjem smo pokušali utvrditi kakvi su izvori informacija i koga se i na koji način citira, postoje li razlike između informacije i stava sugovornika ili novinara, kakav je odnos grafičke opreme i teksta, kakav je tonalitet objava (prema usmjerenju autora i prema odabiru tema), na koji način je navođeno autorstvo te konačno, koji su dominantni žanrovi.

4.4. Uzorak i vremenski obuhvat

Uzorak korišten u ovoj analizi obuhvatio je sve članke (N=250) koji su pisali o kampanji za EP u vrijeme trajanja (21. 3. do 12. 4. 2013.), u pet najutjecajnijih hrvatskih dnevnih novina – 24 sata, Večernji list, Slobodna Dalmacija, Novi list i Jutarnji list. U uzorak su ušli svi članci koji su pisali o kampanji za izbore za Europski parlament (EP) te oni koji govore općenito o EU ili o temi pristupanja Hrvatske u EU, ali u tom specifičnom periodu – ožujak i travanj 2013. Takav uzorak omogućuje nam da donosimo relevantne generalizacije na temelju dobivenih rezultata i dobijemo jasniju sliku o tome na koji način su dnevne tiskovine popratile analiziranu temu.

4.5. Rezultati i interpretacija – medijsko praćenje i forme izvještavanja

4.5.1 Raspodjela članaka prema novinama

Najprije smo ispitali raspodjelu članaka vezanih uz EU i kampanju za EP, za vrijeme trajanja kampanje, u pet vodećih dnevnih novina (Jutarnji list, 24 sata, Večernji list, Slobodna Dalmacija i Novi list). Nakon provedenog hi² testa (Tablice 1 i 2), možemo zaključiti da se pet najčitanijih dnevnih novina statistički značajno razlikuju ($p<0,001$) prema broju članaka objavljenih o promatranoj temi. Prema frekvenciji objavljivanja u promatranom periodu, ističe se Novi list koji je objavio 40 % od ukupnog broja objava o temama vezanim uz EU i izborima za EU parlament. Jutarnji i Večernji list te Slobodna Dalmacija objavili su podjednak broj objava kada ih se uspoređuje međusobno, a 24sata je objavio najmanje takvih objava. Time smo djelomično potvrdili prvu hipotezu prema kojoj smo i očekivali da raspodjela količine objava o temama vezanim uz EU i izborima za EU parlament, neće biti ravnomjerna u svim novinama.

Tablica 1. *Raspodjela članaka prema novinama*

Novine	Broj objava	Udio
Novi list	99	40 %
Slobodna Dalmacija	46	18 %
Večernji list	43	17 %
Jutarnji list	38	15 %
24sata	24	10 %
Ukupno	250	100 %

Tablica 2. *Hi² test - raspodjela članaka prema novinama*

hi²	65,72
df	4
p	0,000

4.5.2. Raspodjela članaka prema veličini članka

Nadalje, ispitali i raspodjelu članaka prema veličini objave. Nakon provedenog hi² testa (Tablice 3 i 4), možemo zaključiti da postoji razlika u pojavnosti članaka prema veličini (p<0,001). Rezultati djelomično potvrđuju postavljenu hipotezu, kojom smo očekivali da će dominirati manje forme. Iako se ovdje ne radi direktno o formi izvještavanja, indikativno je da prevladavaju članci manji od pola stranice. Na kraju, nismo pronašli značajne razlike među novinama – u svima podjednako dominiraju manje objave od pola stranice.

Tablica 3. *Raspodjela članaka prema veličini*

Broj stranica	Broj objava	Udio
1 str. ili više	44	18 %
1/2 do 1 str.	35	14 %
Manje od 1/2 str.	171	68 %
Ukupno	250	100 %

Tablica 4. *Hi² test - raspodjela članaka prema veličini*

hi²	138,824
df	2
p	0,000

4.5.3. Najava članaka na naslovnici

Ispitali smo i to je li svaki pojedini članak i najavljen na naslovnoj stranici ili nije. Najava na naslovnici indikator je važnosti pojedine teme. Ako je najavljen, znači da dnevni list tu temu ističe kao značajnu. Nakon provedenog hi² testa (Tablice 5 i 6), možemo zaključiti da postoji razlika u pojavnosti članaka prema veličini (p<0,001). Rezultati pokazuju da je samo 6 % objava najavljeno na naslovnici, čime dodatno potvrđujemo hipotezu o potisnutoj informativnoj funkciji medija o kampanji za EU parlament i ostalim EU temama u razdoblju kampanje. Također, nema značajnih razlika među novinama - najava na naslovnici ima podjednako malo u svim promatranim dnevnicima.

Tablica 5. *Najava članaka na naslovnici*

Najava na naslovnici	Broj objava	Udio
Da	14	6 %
Ne	236	94 %
Ukupno	250	100 %

Tablica 6. *Hi² test - najava članaka na naslovnici*

hi²	197,136
df	1
p	0,000

4.5.4. Raspodjela članaka prema žanrovima i rubrikama

Raspodjele članaka prema žanrovima i rubrikama važni su pokazatelji načina na koji se izvještava o nekoj temi. Dominantni žanrovi i rubrike u novinama u kojima se članci nalaze, ukazuju na poziciju i važnost koju urednici pridaju nekoj temi.
Zbog interpretabilnosti rezultata, neke smo žanrove objedinili u zajedničku kategoriju, budući da im je informativna vrijednost međusobno slična. Nakon provedenog hi² testa (Tablice 7 i 8), možemo zaključiti da postoji razlika u pojavnosti članaka prema žanrovima (p<0,001). Rezultati potvrđuju hipotezu o dominaciji manjih formi izvještavanja, budući da dominiraju vijesti (uglavnom kratke ili proširene vijesti, bez dodatnih informativnih vrijednosti). Osim toga, niti ovdje nema razlika između novina. U svih pet promatranih dnevnika dominiraju vijesti i izvještaji.

Tablica 7. *Raspodjela članaka prema žanrovima*

Žanr	Broj objava	Udio
Intervju	16	6 %
Izvještaj	80	32 %
Kolumne/Analize/ Osvrti/Komentari	55	22 %
Vijesti - obične i proširene	99	40 %
Ukupno	250	100 %

Tablica 8. *Hi² test - raspodjela članaka prema žanrovima*

hi²	61,712
df	3
p	0,000

Nadalje, nakon provedenog hi² testa (Tablice 9 i 10), možemo zaključiti da postoji razlika u pojavnosti članaka i prema rubrikama (p<0,001). Budući da sve promatrane novine nemaju iste nazive rubrika, one rubrike koje su

sadržajno slične, objedinjene su u istu skupinu. Rezultati dodatno potvrđuju hipotezu o dominaciji manjih formi izvještavanja i u skladu su s rezultatima prema žanrovima.

Tablica 9. *Raspodjela članaka prema rubrikama*

Rubrika	Broj objava	Udio
Kolumne i komentari	23	9 %
News/Novosti/ Vijesti/Aktualno	135	54 %
Politika/Društvo/Spektar/ Pogled/Panorama	39	16 %
Posebni prilozi	13	5 %
Regionalne rubrike	37	15 %
Sport	3	1 %
Ukupno	250	100 %

Tablica 10. *Hi² test - raspodjela članaka prema rubrikama*

hi²	273,728
df	5
p	0,000

No, ovdje postoje i razlike prema novinama kada se uspoređuju međusobno (tablice 11 i 12). Rezultati pokazuju da su u 24sata sve objave o kampanji za EU parlament i ostalim EU temama u razdoblju kampanje, unutar rubrike News. Ostale novine imaju i regionalne rubrike unutar kojih se također objavljivalo o tim temama, kako u kontekstu regionalnog predstavljanja kandidata, tako i u kontekstu regionalnih izbora. Osim toga, a pogotovo se to odnosi na Večernji list i Slobodnu Dalmaciju, ostale novine, za razliku od 24sata, imaju stalne kolumniste i komentatore koji su objavili nekoliko osvrta/analiza i kolumni u kojima tematiziraju EU i tada aktualne izbore za EP.

Tablica 11. *Raspodjela članaka prema rubrikama i novinama*

Rubrika	24sata	Jutarnji	Novi	Slob.	Več.
Kolumne i komentari	0 %	5 %	8 %	13 %	16 %
News/Novosti/Vijesti/Aktualno	100 %	13 %	55 %	57 %	60 %
Politika/Društvo/Spektar/Pogled/Panorama	0 %	71 %	9 %	7 %	0 %
Posebni prilozi	0 %	5 %	2 %	2 %	19 %
Regionalne rubrike	0 %	0 %	26 %	22 %	2 %
Sport	0 %	5 %	0 %	0 %	2 %
Ukupno	100 %	100 %	100 %	100 %	100 %

Tablica 12. *Hi² test - raspodjela članaka prema rubrikama*

hi²	168,608
df	20
p	0,000

4.5.5. Tematika priloga

Priloge smo analizirali prema unaprijed utvrđenoj tematskoj strukturi. Nakon provedenog hi² testa (Tablice 13 i 14), možemo zaključiti da i ovdje postoji razlika u pojavnosti pojedinih tema, odnosno da se ne pojavljuju sve predviđene teme ravnomjerno ($p<0,001$). Rezultati pokazuju da se većina članaka koji tematiziraju EU i izbore za EU parlament 2013., odnose izravno na samu kampanju za EP. Time opovrgavamo hipotezu kojom smo očekivali dominaciju lokalnih izbora kao glavne teme i izbore za EP kao sporedne teme. Ipak se pokazalo da članci koji tematiziraju EU u vrijeme kampanje za EP izbore, najviše prostora posvećuju direktno kampanji za EP.

No, u približno 30 % objava o EU i EP se govori u kontekstu ostalih tema, a najčešće se to odnosi na: domaća politička zbivanja, popis birača za izbore EP i objave liste kandidata, Le Penov posjet RH, rejting političkih stranaka. To ukazuje na tendenciju izvještavanja o EU temama i izborima za EP u kontekstu i kroz prizmu domaće i lokalne politike, a ne direktno. Ipak, ne može se zaključiti da je izvještavanje ostalo potpuno u sjeni domaćih političkih tema i lokalnih izbora, kada se promatraju članci koji tematiziraju na ovaj ili onaj način, EP i EU.

Tablica 13. *Raspodjela članaka prema temama*

Tema priloga	Broj objava	Udio
Kampanja za EP	150	60 %
Djelovanje EP-a	2	1 %
Ulazak RH u EU	11	4 %
Programi hrvatskih kandidata za EP	12	5 %
Lokalni izbori	4	2 %
Ostalo	71	28 %
Ukupno	250	100 %

Tablica 14. *Hi² test - raspodjela članaka prema temama*

hi²	417,824
df	5
p	0,000

4.5.6. Aktualnost priloga

Jedan od pokazatelja načina izvještavanja je i aktualnost priloga. Mjerili smo dominiraju li prošli, sadašnji ili budući događaji kako bismo utvrdili kakav je dubinski aspekt tematskog usmjeravanja čitatelja. Nakon provedenog hi² testa (Tablice 15 i 16), rezultati ukazuju na dominaciju aktualnih tema i događaja. ($p<0,001$). Taj je rezultat očekivan, budući da je većina priloga objavljena u aktualnim/news rubrikama dnevnih novina. No, aktualnost je dobar pokazatelj da u izvještavanju o temama vezanim uz EU i kampanje za EP nije bilo usmjeravanja pažnje čitatelja na prošle događaje, ali niti previše osvrta na moguće posljedice ulaska. S jedne strane, ovaj nalaz ukazuje na objektivnost i usmjerenost na relevantne vijesti i događaje, no s druge strane, djelomično potvrđuje postavljenu hipotezu o svojevrsnoj površnosti i manjkavosti dodatnog i dubinskog informiranja o EU temama. Nalaz kao takav ide u prilog rezultatima o dominantnoj formi izvještavanja (kratke ili proširene vijesti ili izvještaji) gdje nismo pronašli mnogo analiza, osvrta ili komentara stručnjaka pa čak niti samih novinara, koji bi izvještavanju o kampanji za EP i općenito izvještavanju o EU u vrijeme kampanje, dali dodatnu informativnu vrijednost, osim pukog izvještavanja i kratkih vijesti.

Tablica 15. *Aktualnost priloga*

Aktualnost priloga	Broj objava	Udio
Prošli događaji	1	1 %
Sadašnji događaji	239	96 %
Budući događaji	2	1 %
Kombinacija	8	2 %
Ukupno	250	100 %

Tablica 16. *Hi² test - aktualnost priloga*

hi²	665,04
df	3
p	0,000

4.5.7. Tonalitet priloga

Tonalitet smo procjenjivali iz dvaju aspekata. S jedne strane, u kontekstu odabira tematike –biraju li urednici i novinari dominantno negativnu, neutralnu ili pozitivnu tematiku vezanu uz kampanju za EP i općenito vezano uz EU teme. S druge strane, određivali smo i tonalitet autorskog rukopisa – jesu li autori sami skloni davati negativne ili pozitivne komentare o EU, kampanji ili Europskom parlamentu. Nakon provedenog hi² testa (Tablice 17 i 18), rezultati ne ukazuju na dominantno negativan tematski okvir kada se odabiru vijesti vezane uz kampanju za EP i općenito kada se u promatranom periodu tematizira EU ($p<0,001$). Time djelomično opovrgavamo postavljenu hipotezu o dominantno negativnom interpretativnom okviru.

Tablica 17. *Tonalitet teme*

Tonalitet prema temi	Broj objava	Udio
Pozitivne teme/događaji	71	28 %
Negativne teme/događaji	37	15 %
Neutralno	142	57 %
Ukupno	250	100 %

Tablica 18. *Hi² test - tonalitet teme*

hi²	68,888
df	2
p	0,000

No, rezultati pokazuju i neke međusobne razlike u odabiru tema prema tonalitetu (tablice 19 i 20), između dnevnika. Tako su 24sata, Večernji i Slobodna Dalmacija, skloniji odabiru neutralnih tema vezanih uz EU, dok su Jutarnji list i Novi list skloniji odabiru pozitivnih tema vezanih uz EU, u odnosu na ostale novine. Time rezultati djelomično ukazuju na tendenciju međusobne različitosti uredničkog stava prema EU, budući da su neke promatrane novine sklonije birati pozitivne vijesti u odnosu na druge novine.

Tablica 19. *Tonalitet teme prema novinama*

Tonalitet prema temi	24sata	Jutarnji	Novi list	Slobodna	Večernji
Pozitivne teme/događaji	13 %	32 %	44 %	13 %	14 %
Negativne teme/događaji	17 %	13 %	18 %	9 %	14 %
Neutralno	71 %	55 %	37 %	78 %	72 %
Ukupno	100 %	100 %	100 %	100 %	100 %

Tablica 20. *Hi² test - tonalitet teme prema novinama*

hi²	33,221
df	8
p	0,000

Osim tematskog tonaliteta, procjenjivali smo i autorski – eventualne negativne ili pozitivne komentare novinara. Ovi rezultati pokazuju dakle, kakav je stav autora prema EU i temama vezanim uz kampanju i izbore za EP. Nakon provedenog hi² testa (Tablice 21 i 22), rezultati pokazuju dominaciju neutralnih objava i također opovrgavaju hipotezu o dominantno negativnom interpretativnom okviru ($p<0,001$). Međutim, oni su očekivani s obzirom na dominantan tip forme izvještavanja (izvještaji i proširene vijesti) u kojima nema puno prostora za autorski stav kakav je moguć u formama kojih nismo puno pronašli (kolumne, komentari, analize, osvrti). Na kraju, nema razlika među novinama kada se uspoređuju međusobno.

Ukupno	250	100 %

Tablica 21. *Autorski tonalitet*

Stav autora prema temi	Broj objava	Udio
Pozitivan	3	1 %
Negativan	28	11 %
Neutralan	219	88 %

Tablica 22. *Hi² test - autorski tonalitet*

hi²	335,048
df	2
p	0,000

4.5.8. Dodatni pokazatelji - akteri kroz koje se vrši prikaz teme

Analizirali smo govori li se o temama vezanim uz EU i kampanju za EP dominantno kroz: ovlasti EP-a, stranke koje djeluju u radu EP-a, vodeće ljude EP-a, povijesni prikaz EP-a, današnju ulogu EP-a, vodeće ljude stranaka EP-a, ostalo.
Rezultati su prikazani u tablici 23.

Tablica 23. *Akteri kroz koje se vrši prikaz teme*

Prikaz se vrši kroz	Broj objava	Udio
Nešto drugo	146	58 %
EU općenito	85	34 %
Ovlasti EP-a	8	3 %
Vodeće ljude EP-a	6	2 %
Povijesni prikaz EP-a	2	1 %
Današnju ulogu EP-a	2	1 %
Stranke u EP-u	1	0 %
Ukupno	250	100 %

Kada detaljnije analiziramo kategoriju "nešto drugo", rezultati pokazuju da se radi o dva dominantna načina: prikaz EP-a kroz komentare domaćih političara ili kandidata za EP i prikaz EP-a kroz komentare samih autora članaka. Time pak djelomično potvrđujemo hipotezu o dominaciji unutarnjopolitičkog interpretativnog okvira.
Kada promatramo tko govori o EU parlamentu ili o hrvatskim kandidatima, Rezultati pokazuju da o EP i o kandidatima za EP najviše govore sami hrvatski kandidati, politička elita u RH ili sami novinari (tablice 24 i 25).

Tablica 24. *Tko govori o Europskom parlamentu*

Tko govori o EP	Broj objava	Udio
Hrvatski kandidat	88	35 %
Ostalo	61	24 %
Politička elita RH	55	22 %
Članovi EP-a	8	3 %
Akademska zajednica	6	2 %
Delegacija EU/EK u RH	3	1 %
Domaći novinari	2	1 %
Nevladin sektor	2	1 %
Ukupno	250	100 %

*Postojala je mogućnost kombinacije aktera u istom članku.
**U 75 objava o EP ne govori nitko.
*** Ostalo = autor članka ili domaći političar koji nije dio trenutne političke elite.

Tablica 25. *Tko govori o hrvatskim kandidatima za EP*

Tko govori hrvatskim kandidatima EP	Broj objava	Udio
Ostalo	77	31 %
Sami kandidati	63	25 %
Članovi njihove stranke	20	8 %
Članovi drugih stranaka	15	6 %
Premijer	14	6 %
Akademska zajednica	8	3 %
Nevladin sektor	2	1 %
Predsjednik	2	1 %
Novinari	1	0 %
Ukupno	250	100 %

*Postojala je mogućnost kombinacije aktera u istom članku.
**U 75 objava o EP ne govori nitko.
***Rezultati pokazuju da o EP i o kandidatima za EP najviše govore sami hrvatski kandidati, politička elita u RH ili sami novinari.

4.6. Rezultati i interpretacija – vjerodostojnost izvještavanja

Osim formi izvještavanja i medijskog praćenja, analizirali smo vjerodostojnost izvještavanja. U tu smo svrhu odabrali nekoliko indikatora koji ukazuju na moguću nevjerodostojnost, nepristranost ili neobjektivnost u izvještavanju: autorstvo, odnos naslova i sadržaja teksta, funkciju priloga, navođenje izvora i citata, novinarski stav te neke dodatne grafičke pokazatelja (odnos slike/fotografije/ilustracije i teksta).

4.6.1. Autorstvo

Autorstvo je osnovni pokazatelj vjerodostojnosti izvještavanja jer potpisani autorski tekstovi nose određenu težinu i daju članku na značaju u odnosu na članke koji su svedeni na prenošenje agencijskih vijesti ili na one koji uopće nisu potpisani. Nakon provedenog hi² testa (Tablice 26 i 27), rezultati potvrđuju hipotezu da će većina tekstova biti autorska i potpisana. ($p<0,001$). Tako je ukupno 80 % članaka potpisano ili punim imenom/prezimenom autora ili barem inicijalima.

Tablica 26. *Autorstvo*

Autorstvo	Broj objava	Udio
Puno ime	134	54 %
Inicijali	65	26 %
Nije naveden	39	16 %
Kolumnisti	8	3 %
Hina	4	2 %
Ukupno	250	100 %

Tablica 27. *Hi² test - autorstvo*

hi²	225,64
df	4
p	0,000

Ipak, novine se međusobno razlikuju i prema navođenju autorstva (tablice 26, 27 i 28). Tako 24sata ima najviše priloga potpisanih inicijalima, odnosno, najmanje članaka u kojima je autor naveden punim imenom i prezimenom. Novi list, Večernji list i Slobodna Dalmacija, najčešće navode puna imena ili prezimena autorima, dok Jutarnji i 24 sata prednjače u nenavođenju autora. Time također potvrđujemo hipotezu o neuravnoteženosti

načina na koji je kampanja praćena. Naime, ovaj rezultat ukazuje na činjenicu da vodeće dnevne novine ne dijele zajedničku praksu navođenja autorstva, odnosno, nemaju međusobno jednaku raspodjelu autorskih članaka, ali kada promatramo sve objave zajedno, potvrđujemo hipotezu o vjerodostojnosti jer je većina članaka autorska, bez obzira na način potpisa.

Tablica 28. *Autorstvo prema novinama*

Novine %	24sata	Jutarnji	Novi list	Slobodna	Večernji
Hina	0 %	0 %	4 %	0 %	0 %
Inicijali	46 %	18 %	29 %	20 %	21 %
Kolumnisti	0 %	3 %	2 %	4 %	7 %
Nije naveden	25 %	37 %	6 %	15 %	14 %
Puno ime	29 %	42 %	59 %	61 %	58 %
Ukupno	100 %	100 %	100 %	100 %	100 %

Tablica 29. *Hi² test – autorstvo prema novinama*

hi²	38,378
df	16
p	0,001

4.6.2. Tip naslova i veza naslova i teksta

Osim autorstva, analizirali smo i dva dodatna pokazatelja vjerodostojnosti izvještavanja – vrstu naslova i odnos naslova s tekstom. Nakon provedenog hi² testa (Tablice 30 i 31), rezultati pokazuju da je većina članaka popraćena informativnim, nepristranim i objektivnim naslovom ($p<0,001$). Osim toga, pokazuju i to da je u većini priloga veza naslova i sadržaja– izravna (tablice 32 i 33). Dakle, analiza naslova potvrđuje postavljenu hipotezu i ukazuje na vjerodostojnost izvještavanja u kontekstu tipa naslova i odnosa naslova i teksta.

Tablica 30. *Tip naslova*

Tip naslova	Broj objava	Udio
Informativni/nepristran/ objektivan	162	65 %
Senzacionalistički/pristran/ subjektivan	14	6 %
Kritički	53	21 %
Ostalo	14	6 %
Ne može se odrediti	7	3 %
Ukupno	250	100 %

Tablica 31. *Hi² test – tip naslova*

hi²	339,88
df	4
p	0,000

Tablica 32. *Odnos naslova i teksta*

Veza naslova i teksta	Broj objava	Udio
Izravna	191	76 %
Posredna	47	19 %
Nema povezanosti	7	3 %
Teško je odrediti	5	2 %
Ukupno	250	100 %

Tablica 33. *Hi² test – odnos naslova i teksta*

hi²	370,224
df	3
p	0,000

4.6.3. Funkcija priloga

Prilog može imati strogo informativnu funkciju koja ukazuje na potpunu vjerodostojnost i objektivnost u izvještavanju, ali isti tako, prilog može promovirati ili kritizirati neku ideju ili biti edukativnog karaktera. Nakon provedenog hi² testa (Tablice 34 i 35), rezultati pokazuju da je najvećem broju priloga osnovna funkcija informativna ($p<0,001$). Nakon toga, 34 % priloga ima funkciju promovirati. Uglavnom se radi o promoviranju

ideja kandidata za EP gdje oni iskazuju svoje planove i stavove o EU, EU parlamentu i svojoj potencijalno budućoj ulozi u istom - ukratko - vode kampanju. Prilozi u kojima je funkcija kritizirati, uglavnom se odnose na domaća politička zbivanja te imaju funkciju kritike domaćih kandidata, izvještavaju o međusobnim političkim prepucavanjima te svjetonazorskim razlikama kandidata. Na kraju, nema razlika između novina.

Tablica 34. *Funkcija priloga*

Funkcija priloga	Broj objava	Udio
Informirati	103	41 %
Promovirati	86	34 %
Kritizirati	51	20 %
Ostalo	8	3 %
Educirati	2	1 %
Ukupno	250	100 %

Tablica 35. *Hi² test – funkcija priloga*

hi²	163,48
df	4
p	0,000

4.6.4. Izvori informacija

Nakon provedenog hi² testa (Tablice 36 i 37), rezultati pokazuju da se u 74 % članaka navodi barem jedan izvor, čime opovrgavamo hipotezu kojom smo pretpostavili da će dominirati članci bez navedenog izvora informacije ($p<0,001$). Ipak, analiza pokazuje da možemo potvrditi hipotezu kojom smo pretpostavili dominaciju članaka u kojima se navodi samo jedan izvor. Niti ovdje nema razlika između novina u navođenju/nenavođenju izvora.

Tablica 36. *Navođenje izvora informacije*

Navođenje izvora informacije	Broj objava	Udio
Jedan izvor	113	45 %
Dva izvora	40	16 %
Tri ili više izvora	32	13 %
Ne navodi se izvor	65	26 %
Ukupno	250	100 %

Tablica 37. *Hi² test – navođenje izvora informacije*

hi²	63,888
df	3
p	0,000

Daljnja analiza izvora informacija pokazuje da se u ukupno N=185 članaka u kojima se navodi izvor, u većini se svaki izvor i imenuje, što pak ukazuje na vjerodostojnost informiranja (tablice 38 i 39).

Tablica 38. *Imenovanje izvora informacije*

Imenovanje izvora informacije	Broj objava	Udio
Svaki izvor je imenovan	178	96 %
Niti jedan nije imenovan	1	1 %
Neki jesu, a neki nisu imenovani	6	3 %
Ukupno	185	100 %

Tablica 39. *Hi² test – imenovanje izvora informacije*

hi²	329,395
df	2
p	0,000

4.6.5. Navođenje citata i odabir sugovornika

Rezultati nakon provedenog hi² testa pokazuju da se u većini priloga (tablice 40 i 41) radi o obliku izvještavanja u kojem se koriste citati, odnosno postoji sugovornik čije se izjave prenose ($p<0,001$), a razlika između novina nema.

Tablica 40. *Citati*

Navođenje citata	Broj objava	Udio
Ima citata	181	72 %
Nema citata	69	28 %
Ukupno	250	100 %

Tablica 41. *Hi² test – citati*

hi²	50,176
df	1
p	0,000

Nadalje, u prilozima gdje su navedeni citati (N=181), rezultati pokazuju da je najviše onih priloga u kojima se citira jedna osoba, a manje je onih gdje postoje citati više osoba (p<0,001), a razlika između novina nema također nema (tablice 42 i 43).

Tablica 42. *Broj citiranih osoba*

Koliko je osoba citirano	Broj objava	Udio
Jedna osoba	114	63 %
Više osoba	67	37 %
Ukupno	181	100 %

Tablica 43. *Hi² test – broj citiranih osoba*

hi²	12,204
df	1
p	0,000

Na kraju, analizirali smo slažu li se ili ne, citirane osobe u stavovima, a rezultati pokazuju da u N=67 priloga u kojima postoje citati više sugovornika, dominiraju citati osoba koje se slažu u stavovima (p<0,001). Rezultati su prikazani u tablicama 44 i 45.

Tablica 44. *Slaganje/neslaganje citiranih osoba u iskazanim stavovima*

Slaganje u stavovima	Broj objava	Udio
Citati osoba koje se slažu	40	60 %
Citati osoba koje se ne slažu	14	21 %
Niti se slažu, niti se ne slažu	13	19 %
Ukupno	67	100 %

Tablica 45. *Hi² test – slaganje/neslaganje citiranih osoba u iskazanim stavovima*

hi²	20,985
df	2
p	0,000

4.6.6. Razlikovanje informacije od stava sugovornika ili novinara

Osim pravilnog navođenja izvora i citata, posljednji analizirani indikator objektivnosti i vjerodostojnosti informiranja je jasno razlikovanje informacije od stava sugovornika ili samog autora/novinara. Rezultati nakon provedenog hi² testa pokazuju da se u većini priloga jasno razlikuje informacija od stava novinara ili sugovornika ($p<0,001$), čime potvrđujemo postavljenu hipotezu (tablice 46 i 47), a niti ovdje nema razlika između novina. Ovi nalazi ne ukazuju na problem objektivnosti i vjerodostojnosti izvještavanja.

Tablica 46. *Razlikovanje informacije od stava*

Razlikovanje informacije od stava	Broj objava	Udio
Jasno se razlikuje	202	81%
Ne razlikuje se	44	18%
Teško je odrediti	4	2 %
Ukupno	250	100 %

Tablica 47. *Hi² test – razlikovanje informacije od stava*

hi²	263,072
df	2
p	0,000

5. Rasprava i zaključci

Vodeće dnevne novine, prema rezultatima ovog istraživanja, pokazale su neke razlike u uređivačkoj koncepciji kada su izvještavale o kampanji za izbore u Europski parlament te kada su izvještavale o ostalim temama vezanim uz EU u vrijeme trajanja kampanje, u ožujku i travnju 2013. Prije svega te se razlike odnose na raspodjelu broja objavljenih članaka. Nisu sve novine ravnomjerno izvještavale o tim temama. Tako je u broju objava prednjačio Novi list, kao što smo i pretpostavili, dok je 24 sata objavio najmanje takvih članaka. To je očekivana razlika koja direktno proizlazi iz međusobno različitih koncepcija tih novina, gdje Novi list ima jače usmjerenu uređivačku koncepciju prema političkim temama – veći je prostor posvećen dnevnoj politici, u odnosu na 24 sata.

Nadalje, 24 sata je sve objave o kampanji za EU parlament i ostalim EU temama u razdoblju kampanje, objavio unutar svoje rubrike News. Ostale novine ili imaju stalne kolumniste i komentatore koji su objavili nekoliko osvrta/analiza ili imaju regionalne rubrike pa su temu predstavile i unutar njih, a najčešće se radi o predstavljanju kandidata, lista ili programa na regionalnoj razini ili nešto manje u kontekstu lokalnih izbora. Lokalni izbori čija se kampanja poklopila sa ovom za EU parlament, ipak nisu dominirali u člancima o EU. Naime, pokazalo se da članci koji tematiziraju EU u vrijeme kampanje za EP izbore, najviše prostora posvećuju direktno samoj kampanji. No, kada se govori o ostalim temama, vidi se da se o kampanji za EP i općenito o EU temama ipak dominantno govorilo kroz prizmu domaćih političkih zbivanja, političkih stranaka i elite. To je očekivano budući da je ulazak u EU problem od šireg društvenog i političkog interesa pa je logično da je u vrijeme kampanje za izbore za EP širok spektar interesnih skupina u Hrvatskoj iskazao svoj stav u medijima, kako o kandidatima, značaju EP-a, tako i općenito o EU. Rezultati ne ukazuju na dominantno negativan kontekst. Teme koje urednici i novinari biraju, uglavnom su neutralne – radi se najčešće o kraćim ili proširenim vijestima te izvještajima unutar rubrika kao što su News, Novosti, Aktualno ili Vijesti, pa je logično da u njima nema dominacije negativnih događaja. Istodobno, u njima nema previše prostora za iskazivanje bilo kakvog stava autora – pozitivnog niti negativnog. No, s druge strane, to ukazuje i na svojevrsnu površnost izvještavanja i nedostatak dodatnih informacija. Čitatelji su bili informirani objektivno, ali uglavnom poprilično šturo, većinom putem vijesti i izvještaja, uz prenošenje kraćih izjava ili citata aktera, no uz tek nekoliko analiza, kolumni ili osvrta.

Vezano uz vjerodostojnost, nepristranost i objektivnost izvještavanja, možemo zaključiti da su rezultati uglavnom u skladu s očekivanjima. Neki pokazatelji ukazuju na visoku razinu vjerodostojnosti i objektivnosti u izvještavanju, dok drugi ukazuju na neka problematična mjesta, u čemu se pet dnevnika ponekad i međusobno razlikuju.

Prije svega, ne možemo govoriti da su vodeći dnevnici nevjerodostojni u navođenju autorstva. Većina je članaka potpisana. Potpisani autorski tekstovi nose određenu težinu iako se radi o kraćim formama izvještavanja. 24 sata

i Jutarnji list imaju najmanje članaka u kojima je autor naveden punim imenom i prezimenom dok Novi list, Večernji list i Slobodna Dalmacija, češće navode puna imena ili prezimena autorima.
Osim toga, većina je članaka popraćena informativnim, nepristranim i objektivnim naslovom, a veza između sadržaja i naslova, uglavnom je izravna. Ono što je najavljeno u naslovu, čitatelja čeka i u samom tekstu. Nema dominacije senzacionalističkih naslova ili manipulacije sadržajem putem naslova, kao dominantnog oblika izvještavanja. Na kraju, tome se može pridodati i rezultat kako je u najvećem broju priloga osnovna funkcija upravo informativna. Članci koji nešto promoviraju , najčešće se odnose na promoviranje ideja kandidata gdje oni iskazuju svoje planove i stavove o EU dok u člancima koji imaju funkciju kritiziranja nečeg, to se uglavnom odnosi na domaća politička zbivanja a takvi članci imaju funkciju kritike domaćih kandidata, izvještavaju o međusobnom političkim prepucavanjima te svjetonazorskim razlikama. Ovdje je važno napomenuti da, gledano s metodološke strane, kritiziranje i promoviranje ne kolidiraju nužno sa informativnom funkcijom jer čitatelj i na taj način može dobiti svojevrsnu informaciju o kandidatu i samoj kampanji. Ne može se na temelju ovih rezultata niti potvrditi niti odbaciti hipoteza o vjerodostojnosti izvještavanja, ali oni svakako više ukazuju na tendenciju objektivnog izvještavanja s dominantno informativnom funkcijom, nego bilo što drugo.
Nadalje, pravilno navođenje izvora ključan je indikator objektivnosti i vjerodostojnosti informiranja. Ako znamo odakle autoru/novinaru informacija o kojoj izvještava, znači da je barem utoliko, vjerodostojniji. Rezultati djelomično ukazuju na vjerodostojnost, budući da se izvori uglavnom navode, ali budući da smo pronašli dominaciju članaka u kojima se navodi samo jedan izvor, većoj vjerodostojnosti informiranja svakako bi pridonijelo češće navođenje više od jednog izvora. S druge strane, ipak je u većini članaka svaki izvor imenovan.
Osim pravilnog navođenja izvora, važan indikator objektivnosti i vjerodostojnosti informiranja je i odabir sugovornika te citiranje njihovih izjava. Rezultati pokazuju da se uglavnom radi o obliku izvještavanja u kojem se koriste citati, a najviše je onih priloga u kojima se citira jedna osoba, a manje je onih gdje postoje citati više osoba. U prilog većoj vjerodostojnosti i objektivnosti izvještavanja i ovdje bi išao veći broj različitih sugovornika, sa suprotstavljenim mišljenjem, što u analiziranim člancima nije dominantno prisutno - dominiraju citati osoba koje se slažu u stavovima. Rezultati analize citata tako ukazuju na manjkavost analiziranih članaka u smislu premalog broja objava s citatima više ljudi koji bi se razlikovali u stavovima pa možemo zaključiti da su dnevnici utoliko izgubili nepristranost i vjerodostojnost u izvještavanju o temama vezanim uz EU i kampanju za EP.

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TECHNOLOGICAL CHALLENGES IN ENVIRONMENTAL PROTECTION

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Abstract
The Earth, all the people inhabiting it and its ecosystems are undergoing a serious threat of climate change, ocean acidification, pollution, land use practices, and overexploitation of natural resources such as water, forests, and minerals. It is because businesses, banks, and leaders continue to promote growth as the only economic and development model. Most decision makers hold that there is no need to change the lifestyle or curb production and trade, but that it is necessary to replace bad technology with good technology, and that there is a technological fix for every social problem, such as biotechnology, genomics, synthetic biology, nanotechnology, social networks, and geoengineering. The author analyses the reasons why environmental issues continue to persist in spite of substantial scientific and technological achievements to date and why less sophisticated and potentially more efficient technical solutions are not implemented. Considered is also the current approach to environmental and technology issues in Croatia.

Keywords: technology, environment, policy making, ecosystems, geo-engineering

1. Introduction

The threats to our future now are not armed aggression, but rather climate change, population growth, water shortages, poverty, rising food prices, and failing states. Earth's natural assets are being liquidated to fuel the consumption. Water tables are falling and wells are going dry. Soil erosion exceeds soil formation on one third of the world's ever-growing herds of cattle, sheep, and goats are converting vast stretches of grassland to desert. Forests are shrinking by 13 million acres per year as land is cleared for agriculture and trees cut for lumber and paper. Four fifths of oceanic fisheries are being fished at capacity or overfished and headed for collapse (Brown, 2011). Heightened levels of atmospheric carbon make key staple crops wheat, rice, peas, and soybeans less nutritious (Myers et al., 2014). No civilization may survive the ongoing destruction of its natural supports.

Investment banking experts who elaborate reports for UNEP argue that nature, like an industrial contractor, should be precisely measured and valued according to the natural „services" it provides (Grist, 2011). Namely, the so-called green economy is an attempt to put a price on the free services that plants, animals and ecosystems offer humanity: the purification of water, the pollination of plants by bees, the protection of coral reefs and climatic regulation. It is as such unacceptable because it holds that the transfusion of the rules of market will save nature (Solón, 2012). The privatization of atmosphere is called carbon trading, privatization of world forests is REDD - Reducing emissions from deforestation and forest degradation, and privatization of everything else is PES - Payment for ecosystem services (England, 2012).

Paper analyses the milestones in environmental movement, placing special emphasis on the concept of entropy, elaborates the conflict between the market and the environment, describes the spectre of attempts to protect the environment, lists principal novel technologies and risks stemming therefrom, with particular focus on geo-engineering, focuses on technological challenges in water sector, emphasises the need for evaluation of technologies, and analyses the role of science with regard to technological and environmental risks, concluding with present challenges for Croatia.

2. Entropy and ecology

Human society has known the global warming science since 1896, when Swedish physicist Svente Arrhenius described and predicted the effect. At that time, CO_2 concentrations had started to grow from pre-industrial 80 ppm to 290 ppm (Wyler, 2011). In April 2014 the concentration reached 401.33 ppm (Scripps, 2014).

Modern environmental movement is often associated with publishing of the bestseller Silent Spring authored by Rachel Carson, a marine biologist, who in 1962 pointed to detrimental effect of synthetic chemicals on biological systems. She claimed that DDT marked the beginning of „resistance period" and noted that chemical treatment is the cycle which, once started, may not be halted, while the specialists who deal solely with the efficiency of chemical agents lost the insight of integrity of the problem. Carson concluded in her study that human desire for total control of nature was conceived in arrogance. The result of her study was revolution in understanding of natural balance. Although her carefully collected scientific evidence was initially subject to attacks from agrichemical industry, after Carson's death, the use of DDT was banned, and US Congress adopted the Clean Air Act, Clean Water Act and Endangered Species Act (Runko Luttenberger, 1999).

Another turning point in the development of environmental protection was 1972, the year when biophysicist Donella Meadows and her colleagues at the Club of Rome published The Limits to Growth, explaining how declining resources would eventually limit economic growth. The following year, economist Robert Solow delivered a lecture to the American Economics Association in response. Solow claimed that capital could be substituted for resources and that if this were true, then the world can, in effect, get along without natural resources according to the following formula: output = capital * labour * resources (Wyler, 2011).

However, in 1971, Romanian economist Nicholas Georgescu-Roegen published The Entropy Law and Economic Process, exposing certain errors in conventional economic theory. He made an important distinction between resources on the one hand and capital, labour and technologies on the other. Resources – materials and energy- pass through the production process and are changed from raw materials into products and waste. This transformation must obey the laws of energy conservation. The Second Law of Thermodynamics, known as the Entropy Law states that energy is always depleted and degraded in any mechanical process. Although this may sound technical, it is actually very simple. We cannot burn the same barrel of oil twice. Common sense tells us that a pile of boards and sawdust is not a tree, even if it represents the same amount of material. Although we can recycle materials, every transformation degrades matter and burns energy. Money, therefore, is not a substitute for energy, trees, fresh water or any other resource, and material constraints do indeed limit economic growth. The promoters of endless growth mock this as pessimism, but when one looks around at degraded Earth – acidic seas, drained aquifers, growing deserts, extinct species – what can be witnessed is the entropic cost of human economic growth (Wyler, 2011).

The issuing of the study Our Common Future in 1987 by Brundtland Commission commissioned by the United Nations was the next significant step in linking depletion of the environment with the prospects for economic and social development. It does not require that we minimize consumption, it only demands that we consume (and produce) sustainably. Thus the Burndtland vision differs from that put forward half generation earlier by the Club of Rome which warned that economic exploitation of nature worldwide creates serious crisis of exhaustion and degradation of the environment. In that sense there is an interesting discussion between environmentalists/eco-economists and traditional economists. The economists are used to discount value in the future, so that in comparing monetary values, they value one dollar today more than a dollar in a year time. The environmentalists, when calculating the effects of economic activities on the environment, value equally the future and present, as their discount value is zero. By doing so in their analyses, they do not account for (possible) future technological innovations holding that it is not feasible nor permissible to rely on technologies which do not yet exist also because it is unexplained how stable is our ecological system (Lubbers, 2000).

3. Market vs Environment

The economists rely heavily on economic data to measure progress. They see the near 10-fold growth in the world economy since 1950 and the associated gains in living standards as the crowning achievement of our modern civilization (Brown, 2011). However, even the person who designed the concept of gross national product (GNP), Nobel Prize winner Simon Kuznets, warned that GNP should not be treated as a measure of human well-being (Cullinan, 2011).

Since the Second World War the disruption of the natural and social environment, especially in the industrialised countries, has proceeded at an accelerating pace. If the deterioration of the quality of life could ge quantified, it could probably be shown to be intensifying at a far higher rate than increases in population of GNP (Kapp, 2008)

How did we get into this mess? Our market-based global economy as currently managed is in trouble. The market, which sets prices, is not telling us the truth. It is omitting indirect costs that in some cases now dwarf direct costs. Consider gasoline. Pumping oil, refining it into gasoline, and delivering the gas to service stations may cost certain amount. The indirect costs, including climate change, treatment of respiratory illnesses, oil spills, and military presence in the Middle East to ensure access to the oil amount several times as much. We delude ourselves with our accounting system. Leaving such huge costs off the books is a formula for bankruptcy. Environmental trends are the lead indicators telling us what lies ahead for the economy and ultimately for society itself. Modern economic thinking and policymaking have created an economy that is out of sync with the ecosystem on which it depends. Former Vice President of Exxon for Norway and the North Sea, has observed: "Socialism collapsed because it did not allow the market to tell the economic truth. Capitalism may collapse because it does not allow the market to tell the ecological truth. (Brown, 2011). Social costs in the form of air and water pollution, noise, slums, etc., are shifted onto third persons, other production units and society at large. Whenever social costs are shifted onto the economically and politically weaker sections of society without compensation, a redistribution of the costs of production, hence of real income, is involved. During the first Industrial Revolution it was undoubtedly the industrial proletariat which carried the burden of social costs in low wages, long hours, high accident rates, social insecurity, etc. The present environmental dangers threaten all sections of the population but in unequal measure (Kapp, 2008)

On the top of that, new organizational forms in business sector are being invented, such as Distorporation (Master Limited Partnerships – MLP) for the massive secrecy move by extractivist investors, allowing them to circumvent the rules that apply to regular public companies (The Economist, 2013), such as paying taxes, but still giving them access to the public financial markets.

4. Range of solutions to protect the environment

Kapp explains that the discussions of, and attempts at, environmental protection and control lie within a fairly wide spectrum ranging from more or less verbal 'solutions' to far-reaching controls and prohibition of damaging factors of production, restructuring of technology, control of siting and spacing of industrial complexes. There are both 'minimalists' and 'maximalists'. The former attempt to answer the problem by general suggestions and indirect controls while the latter claim that it is already impossible and too late to save the situation by an effective environmental policy. All attempts to protect the environment within the framework of a market economy must be considered to be in the first category. To these we may also count all attempts to pass off the ecocrisis as falling within the province of public relations departments. The maximalists include those who maintain that only a radical cutback in the rates of growth can stem the tide of ecological destruction; they base their analysis on exponential growth rates or are inclined to shift the responsibility for reduction in growth onto the underdeveloped countries with high population increases. Between these two extremes there lie a gamut of proposals, such as the improvement of information available to the market, the assignment of monetary values to environmental factors, or the sale of rivers and areas of natural beauty to private firms who would then see to it that their private property rights are protected or compensated for increase of pollution and deterioration. Most of these attempts are based on an extension of the price system to environmental problems, as are proposals for financial incentives to effect protection of the environment. One step further go suggestions of taxation and effluent charges with the revenues set aside for the restoration of the damaged areas (Kapp, 2008).

Said proposals reflect a desire to prevent at all costs the application of environmental policies making use of direct controls which may upset the market system. The danger to the environment, however, demands the formulation of environmental goals for the improvement of the quality of human life and the market cannot be relied upon to satisfy these needs.

5. Technologies

There is the notion that every social problem has a technological fix: hunger can be sated via biotechnology; the key to health is genomics; the answer to waning supplies of fossil carbon is synthetic biology; the solution to the Limits to Growth is nanotechnology; Twitter will take care of the democratic deficit and climate change can be calmed with geo-engineering. Policymakers no longer need policies; they simply have to subsidize the private sector's technologies, industrial techno-fixes. New technologies such as nanotechnology and synthetic biology allow industry to control the fundamental building blocks of nature. Ten billion of different products are available for sale in our cities. All of them, however, come from relatively few materials: just 100,000 chemical compounds that, in turn, are reducible to fewer than 100 elements in the periodic table. Products derived directly from nature are thought to be simpler still – fewer than a dozen 'metabolic pathways' lead to virtually every commercially significant biological product, and just four nucleic acids – A, C, G, and T – pair up to form DNA. Industry sees the control of these fundamentals as the key to controlling all of nature. Patents have already been granted, for example, ceding control over about one-third of the elements of the periodic table when they're used at the nano-scale, and some nanotechnology in patents apply to virtually every sector of the industrial economy from aerospace to agriculture and from pharmaceuticals to plastics. Likewise, patents are being granted to cover segments of DNA found in virtually every higher-order plant and in life processes and metabolic pathways critical to everybody from algae to oligarchs. This new ability to control from the bottom up – to gain monopoly over the fundamental building blocks of living and non-living nature – is changing the corporate landscape (HBS and ETC, 2012). However, the world's experience shows that technology does not have to be scientifically-sound in order to be financially-profitable. Also, the greatest technological transformation in history has occurred over the last 20 years while governments systematically downsized or eliminated their capacity to understand science and monitor technologies, and to evaluate, and have not yet established a pathway for precautionary, inclusive technology evaluation (ETC, 2011).

Thanks to technological changes – particularly in the fields of nanotechnology and synthetic biology – this biomass can now be targeted by industry as a source of living 'green' carbon to supplement or partially replace the 'black' fossil carbons of oil, coal and gas that currently underpin Northern industrial economies (ETC, 2010a).

The synthetic biology is reporting growing activity and investments, and there are products already on the market. While genetic engineering involves shuffling the cards of life, moving genes across species, synthetic biology introduces new jokers into the pack. Genetic engineering is limited to genes that naturally exist, synthetic biology provides the technology to create life that has not and could not have naturally existed. Among others, it threatens the conservation of biological diversity as well as the sustainable use of biological diversity (ETC, 2012).

Forestry and agribusiness that already control land and biological resources worldwide are at the forefront of developing the bioeconomy and the new market in biomass. High tech companies (biotech, nanotech and software) are providing the new tools to transform, measure and exploit the biological world, helping to develop genetic information as a commodity. Pharma, chemical and energy majors are partnering with the new bio-entrepreneurs to switch their production process and feedstock sourcing.

Biofuels are seen as above-ground oil fields, a different kind of proved reserve (Lober, 2010). Advocates of the biomass economy like to talk of a coming switch from a (fossil based) hydrocarbon economy to a (plant based) carbohydrate economy. Chemically speaking, the difference between a hydrocarbon and a carbohydrate comes down to a few oxygen atoms. Carbohydrates are sugars comprised of carbon, hydrogen and oxygen and are considered organic matter. Hydrocarbons by contrast are composed of only hydrogen and carbon and are classified as minerals (ETC, 2010a).

Disturbance of soils for industrial agriculture, deforestation and chemically intensive monoculture plantations as well as other land-use changes is one of the largest sources of carbon emissions. Even the very conservative 2006 Stern report on the economic costs of climate change estimated that in 2000, land use change was the second largest source of GHG emissions, after the power sector (Stern Review, 2006). It can weaken and destroy ecosystems and water tables, rendering them non-renewable. Taking vegetative cover from the land hastens soil erosion and deprives soils of nutrients while fast growing tree plantations or monoculture crops can deplete water aquifers. Vegetation removal for biomass can also worsen climate change by changing the amount of heat that is kept in the atmosphere. In Australia, for example, scientists estimate that the loss of native vegetation reduced cloud formation and meant that less heat was being reflected back to space. This exacerbated the impacts of recent climate related droughts, raising the temperature an additional 2-3 degrees Celsius (Science Daily, 2007).

Satellites can map and monitor biomass and lands to be identified, managed and exploited in the new biomass economy. The author holds that they should be put to use in environmental protection (Runko Luttenberger and Luttenberger, 2013).

Burning biomass may be 'natural' but it is still a major health hazard. Also, facilities that are permitted to burn wood are often allowed to mix some percentage of municipal solid waste. Dioxins, furans, heavy metals including mercury and lead, polycyclic aromatic hydrocarbons (PAHs), ultrafine particulate matter, carbon monoxide, sulphur dioxide, nitrogen oxides and a range of other dangerous toxins have been spewing from incineration facilities all over the world for years. Now, along with a host of new technologies like pyrolysis, gasification and plasma arc incineration, incinerators are getting a green makeover as biomass power facilities, relabelled as "Waste to Energy," or "Waste Conversion" technologies. These "incinerators in disguise" claim to simultaneously resolve problems of "too much waste" (ETC, 2010a)

And while researchers celebrate their "new, expanded periodic table" of elements and are exploiting nanoscale property changes to create new materials and modify existing ones, science has cast nano's safety even further in doubt, with hundreds of studies now demonstrating harmful effects from exposure to nanoparticles (ETC, 2010b) . Report from the European Parliament states that current rules are about as effective in addressing nanotechnology as trying to catch plankton with a cod fishing net (European Parliament, 2009). Since Swiss Re (the world's largest reinsurer) first diagnosed the problems for the industry in 2004, Lloyd's of London has weighed in, ranking nano as one of the key emerging risks for the insurance industry (Lloyd's, 2007). Companies considering using nanomaterials in their product lines are advised to be especially diligent to avoid liabilities down the road (ETC, 2010b).

A conscious social direction of scientific research toward environmental control goes far beyond the development of cleansing techniques, filtering installations, etc. It must include the development of technologies and products which do not impair the environment, or at least do so to a lesser degree than present methods. This includes processes aimed at an efficient use of raw materials and sources of energy, both from the point of view of minimization of costs and the reduction of the volume of damaging waste products (Kapp, 2008).

Also, hope does not sit in false solutions: "green energy" or "clean technology" devoid of serious societal - structural change. A case in point is Germany, hub of what many environmentalists have hailed the "green revolution". The insane system to promote renewable energy sources ensures that, with each new rooftop solar panel and each additional wind turbine, more coal is automatically burned and more CO_2 released into the atmosphere. It's all a short way of saying we can't techno-fix our way out of this fundamentally socio-economic structural crisis. We need to change the rules of the game and the rate of production and consumption (TNI, 2014).

There is however a wide potential for reintroducing modernized traditional technologies as well as simple innovative ones in the sector of food, drinking water, energy, transport, construction, etc. which could preserve air, soil, water, the sea, landscape, biodiversity, public health and health of ecosystems.

The socialised generation and privatised commercialisation of technologies could be followed by withdrawal of the state, if private companies used their profits to reinvest in research and further product development. The state's role would then be limited to that of initially underwriting radical new discoveries, until they are generating profits that can fund ongoing discovery. But private-sector behaviour suggests that public institutions cannot pass the R&D baton in this way. And that the state's role cannot be limited to that of planting seeds that can be subsequently relied on to grow freely (Mazzucato, 2013 and The Guardian, 2012).

6. Geo-engineering

In the case of climate change, which is likely to reshape our world with unimaginably dire consequences, one "solution" gaining traction is geo-engineering. Geo-engineering is based on the assumption that it is too difficult to shift

human society toward a low-consumption, shared economy. Instead, keeping on driving those SUVS to big-box retailers to fill your McMansion with more crap because we will just re-engineer the Earth to adapt it to global warming and our rapacious consumer economy (AlterNet, 2011). It is the solution for climate change with unimaginably gloomy consequences, but also the acknowledgement that industrial society did harm to nature.

Geoengineering refers to extreme technological fixes that aim to alter the climate on a large scale (ETC, 2014). Geoengineering technologies can be divided into three broad areas: solar radiation management (SRM), carbon dioxide removal and sequestration, and weather modification. Ten old ways to geoengineer the planet are: 1. cut down most of the world's forests; 2. convert savannas and marginal land into monoculture cropland; 3. dam watersheds, divert rivers, dry-up wetlands and drain aquifers; 4. pump billions of tonnes of industrial pollutants, car exhaust and other toxic chemicals into the atmosphere and soil every year; 5. wipe out species and genetic diversity in livestock & crops; 6. overuse marginal lands leading to soil erosion and desertification; 7. erode the world's major ecosystems; 8. deplete – possibly beyond recall – most commercial marine species; 9. condemn half of the world's coral reefs to extinction; 10. pollute almost all of the world's fresh water reserve. The new ways to geoengineer the planet are to: 1.Create vast monoculture tree plantations for biochar, biofuels & CO_2 sequestration; 2. contaminate Centres of Genetic Diversity with DNA from genetically engineered crops; 3. "fertilize" the ocean with iron nanoparticles to increase phytoplankton that theoretically sequester CO_2 or nitrogen; 4. build 16 trillion space sunshades to deflect sunlight 1.5 million km from Earth; 5. launch 5,000-30,000 ships with turbines to propel salt spray to whiten clouds to deflect sunlight; 6. drop limestone into the ocean to change its acidity in order to soak up extra CO2; 7. store compressed CO2 in abandoned mines and active oil wells; 8. biannually, blast sulphate-based aerosols into the stratosphere to deflect sunlight; 9. cover deserts with white plastic to reflect sunlight; 10. float tiny bubbles over the surface of the oceans (ETC, 2010c).

The growing emphasis on technological fixes or blithe suggestions about the positive benefits of a globally unstable climate have been paralleled by increased state investment in the military to control any 'side effects' of climate change. The two trends are on the surface contradictory: one believes climate change can be 'fixed' and prevented by technological wizardry; the other that it will happen but needs to be controlled. Nevertheless they combine around the idea that climate change needs to be managed in the interests of the powerful, no matter what the consequences are for everyone else (OpenDemocracy, 2013).

Also, final conclusions of the IPCC report ended up at the last minute including a paragraph that suggested that geo-engineering in the form of BECCS – Bioenergy with Carbon Capture and Storage could offset temperature increases. While the report pointed to some potential "side effects," it nevertheless opened a door to countries that want to avoid any action that constrain their extractive industries and that are seeking to further meddle with our atmosphere regardless of the risks and human costs. The report doesn't discuss solar power or electric cars; it doesn't discuss public transport, carbon markets or any other actual or potential policy response to the climate crisis, but the authors chose to devote the concluding paragraph to this highly speculative and dangerous technofix (OpenDemocracy, 2013).

7. Challenges in water sector

Private, for-profit water companies now provide municipal water services in many parts of the world; put massive amounts of fresh water in bottles for sale; control vast quantities of water used in industrial farming, mining, energy production, computers, cars and other water-intensive industries; own and operate many of the dams, pipelines, nanotechnology, water purification systems and desalination plants governments are looking to for the technological panacea to water shortages; provide infrastructure technologies to replace old municipal water systems; control the virtual trade in water; buy up groundwater rights and whole watersheds in order to own large quantities of water stock; and, in some countries, buy, sell and trade water, including sewage water, on the open market. Agribusiness interests purchase and control local water rights to divert water resources from municipal taps to irrigate cash crops and factory livestock production. Energy companies are buying up sugarcane fields and local water rights in South America in order to control the growing biofuel industry. Mining companies buy up water rights in poor countries and employ the water in a leaching process that uses cyanide to separate the gold and other precious metals from the ore. With every passing day, more and more water is being taken out of the commons and claimed by private interests. As an illustration, the state of China's waterways, over 70 percent of which are badly polluted, has opened up huge new opportunities for a major bottling company, which sells water to wealthy Chinese clients in boutique stores. A television ad shows children making unhappy faces after tasting tap water. One child pours his glass into the fishbowl instead of drinking it. His face lights up when his mother offers him a bottle instead. The model is clear: governments and their citizens put up the money, the private water sector delivers the water services for profit, and friendly NGOs provide charity to the poor — the exact opposite of a model of water justice and democracy (Barlow, 2013).

On the other hand, small-scale irrigation techniques, using simple buckets, affordable pumps, drip lines, and other equipment, are enabling farm families to weather dry seasons, raise yields, diversify their crops, and lift themselves out of poverty. Done right, such an initiative could provide food and water for all. With access to pump-irrigation water, farm families and communities reap bigger harvests, greater food security, and more income. Conservation farming that retains rainwater in the soil can greatly improve productivity on small farms. as rainwater harvesting is a key tool to sustainable farming. (Barlow, 2013).

Speaking of wastewaters those are often either discharged untreated into waterways or collected in centralized systems. On the other hand, decentralized environmentally-friendly technologies involve the designs that are not protected as they are not linked to particular parts of the equipment, but to the landscape. Therefore, private companies are not motivated to invest in research, especially basic research which could lead to complete redesign of water infrastructure. Thus, university curricula, permanent training programmes, technical schools, research institutes and training centres continue to present conventional water consuming sanitation as the only legitimate approach. In fact, those responsible for syllaba usually lack knowledge in the field. (Runko Luttenberger, 2011). The same applies to other engineering fields as well.

Of particular importance is also adhering to professional codes with regard to risks to health and safety of people, risk to environment, and risk to activity (Runko Luttenberger, 1996). Engineers as creators, promoters and implementers of technological solutions bear a special responsibility for the future (Runko Luttenberger, 1998).

8. Technology evaluation

What is required is an international participatory and transparent process that supports societal understanding, encourages scientific discovery and diversity, facilitates equitable benefit-sharing from new technologies, and results in a legally binding treaty: an International Convention for the Evaluation of New Technologies. Such an instrument could also ensure the conservation of useful, conventional or culturally distinct technologies and promote technological diversification and decentralization. A multilateral treaty should provide a framework for the evaluation (including an early warning system), monitoring and regulation of new and emerging technologies based on the following principles: 1. strict application of precautionary principle; 2. no unilateralism; 3. ensuring environmental integrity; 4. full consideration of potential negative social, cultural or environmental impacts; 5. open and transparent process with full civil society participation, including social movements and indigenous peoples; 6. fair, full and equitable representation and participation of developing countries; 7. respect for international human rights and environmental law.

The answer for the future lies not in scientific inventions but in man's capacity to listen to nature (Solón, 2012).

9. Science

Albert Einstein said that science is the refinement of everyday thinking. In that sense, science is a fundamental human activity: it means paying attention to evidence, using logic, rendering explicit assumptions, and testing hypotheses formally in a way that is repeatable by others. It is this kind of science that is under attack from conservatives and other forms of authority. Podur calls this kind of science Science C, where C stands for curiosity. The business of science makes science vulnerable to attack by authoritarian governments and conservative movements, streamlining opportunities for the wealthy and powerful to steer science to their own benefit. As a result, we can create tens of thousands of chemicals but haven't thought much about what to do with them after we've used them. Half a dozen countries have nuclear weapons that can destroy whole cities, but no country has a functioning renewable energy system. Human curiosity (Science C) could have solved our environmental problems long ago, but it cannot take flight because it is trapped within Science B (the business of science) (Briarpatch, 2014)

Doubt-mongering campaigns to date (global warming and environmental and health concerns including asbestos, secondhand smoke, acid rain, the ozone hole, revisionist attack on Rachel Carson, etc.) are not about science. They were about the proper role of government, particularly in redressing market failures. Because the results of scientific investigation seem to suggest that government really did need to intervene in the marketplace if pollution and public health were to be effectively addressed, the defenders of the free market refused to accept those results. The enemies of government regulation of the marketplace became the enemies of science (Oreskes, 2010).

Scientists are finely honed specialists trained to create new knowledge, but they have little training in how to communicate to broad audiences, even less in how to defend scientific work against determined and well-financed contrarians. They often have little talent or taste for it, either. Until recently, most scientists have not been particularly anxious to take the time to communicate broadly. They consider their "real" work to be the production of knowledge, not its dissemination, and they often view these two activities as mutually exclusive. And if there's garbage being promoted somewhere, someone else can deal with it. Indeed, it would be wrong for them to take time away from their work to deal with quotidian matters. However, someone has to deal with garbage: journalists who report scientific findings, specialist professional bodies who represent the scientific fields, and all of us as citizens. We all need a better understanding of what science really is, how to recognize real science when we see it, and how to separate it from the garbage (Oreskes, 2010).

One should also consider the relationship between environmental NGOs and science. Namely, it usually takes five to ten years between the time when a new concept is introduced by civil society at the cutting edge of the global environmental justice movement, and the time when the same concept becomes an object of mainstream research in the academic literature dealing with social sustainability. Civil society organizations and academics indirectly strengthen each other's mission through an iterative process of examining and analysing events, claims, strategies, and conflicts. Unlike academics, activists do not usually claim authorship rights to concepts and slogans related to environmental

inequities and sustainability such as: environmental justice, ecological debt, popular epidemiology, environmental racism, climate justice, environmentalism of the poor, water justice, biopiracy, food sovereignty, green deserts, peasant agriculture cools down the Earth, land grabbing, Ogonization and Yasunization, resource caps, corporate accountability, ecocide, indigenous territorial rights, etc. Activists do not care about impact factors in refereed academic journals but they do care about the social success of their proposals. The activists' neglect of academic values favours cooperation between activist and academics because they do no compete for the same turf. Practice draws on theory, but practice also produces theory (Martinez-Allier, 2014).

10. Challenges for Croatia

Croatia is the country of great potentials with regard to its geographic position, natural resources, agriculture, particularly small-scale, diversity of its ecosystems, length of the coast, karst, and aquifers, still high-quality education system, industrial collective memory, innovative spirit, and widespread IT literacy of population, among other things.

On the other hand, it suffers from transitional assaults on its land, particularly along the coast, from urban sprawl, and other land use changes, insistence on the use of fossil fuel and big hydro for electricity production, energy policy which does not promote efficiency in the first place and renewable energy sources such as solar, centralized wastewater systems, outdated waste management systems, dominance of import in food supply, inappropriate spatial planning, pressures for granting long-term concessions on natural resources, environmental impact assessment procedures usually produced in favour of investors, high unemployment, and brain drain.

Croatia is embarking upon liberalization, privatization, and deregulation in a manner that could harm the interests of its citizens and its environment. There are unscrutinised investments from the part of international financial institutions and failure to implement the control of implementation (Runko Luttenberger, 2012). Also, as a result of non-availability of alternatives and true feasibility study elaborated in the interest of end user, and not of the financier, true cost of investment is not known, and particularly that of maintenance (Runko Luttenberger, 2010).

11. Conclusion

Developing the technologies with unknown drawbacks, such as nanotechnologies, synthetic biotechnologies, or geo-engineering, as well as new methods for exploiting mineral resources, coupled with insufficient regulation and oversight thereof by the governments, does not to prove to be promising option for the society. The mega-disasters which are all the more recurrent are becoming less natural, from newly emerging diseases, to earthquakes caused by hydrofracking, climatic and hydrological catastrophes further intensified by regulated rivers and overexploitation of water. Proposed prescriptions for a „green economy" are more likely to deliver a greenwash economy or the same old „greed" economy.

The society should stimulate research, development and implementation of those technological solutions which do not impair climate, nature and humans, and which employ climate knowhow and climate workforce, with decentralized systems being at the forefront.

Unbiased information concerning environmental risks is today widely accessible from uncontrolled digital media and therefore informed and objective attitude toward novel technologies should be assumed and proper evaluation thereof implemented.

There is an important role of the state as financier, employer, regulator, and guarantor of public interest. Croatia should find its own development path and not see its youth educated in various areas of technology braindrained or subcontracted cheaply by big international corporations.

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INOVACIJE U UMJETNOSTI I INOVACIJSKA PREZENTACIJA UMJETNOSTI NA PRIMJERU EXAT 51

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Sažetak
Avangarda 20. stoljeća bila je umjetnost koja je uključivala najvažniju revoluciju u stoljeću revolucija: tehnološku revoluciju. Umjetnost bazirana na tehnologiji (koja uključuje širok rang praksi od fotografija, videa, virtualne stvarnosti, itd). usmjerila je umjetnost na područja kojima su nekad dominirali inženjeri i tehničari. Zanimljivo je da iako nove

tehnologije uključuju mnoštvo aparata, žica i složenih matematičkih i fizičkih komponenti, umjetnost koja se rodila iz braka umjetnosti i tehnologije je možda najprolaznija umjetnost od svih: umjetnost vremena. Za fotografiju se kaže da hvata i čuva trenutak vremena. Slika kreirana unutar kompjutora ne počiva ni u mjestu ni u vremenu. Slike skenirane u kompjutor koje se potom uređuju, montiraju i brišu mogu srušiti granice prošlosti, sadašnjosti i budućnosti. Od svih novih materijala koji su uvedeni u umjetnost od polovice 20. stoljeća, tek poneka knjiga se nađe koja pokušava istražiti dominantne trendove medija i performansa, video umjetnosti, video instalacija i digitalne umjetnosti, uključujući fotografske manipulacije, virtualnu stvarnost i druge interaktivne oblike. Umjetnici koji upotrebljavaju ove nove medije vide sebe kao dio tehnološke promjene i žele u njoj sudjelovati. Uzbuđeni su mogućnostima nove tehnologije i ne osjećaju se strancima u tom svijetu. Za razliku od onih koji traže komercijalnu potrebu ovih medija, za ove umjetnike je ono sredstvo izražavanja bez traženja tržišne vrijednosti u onome što rade. Poput drugih umjetnika koji rade u slikarstvu, drvetu ili metalu, i ovi umjetnici istražuju medij u njegovim kritičkim i tehnološkim potencijalima. Umjetnici okupljeni oko umjetničkog pokreta EXAT51 po prvi put su prikazani putem novih tehnologija. Upravo je to i bila zamisao Manifesta EXAT-a51 da se promjeni pristup prema umjetnosti, video-artu, animaciji, filmu, glazbi. Upravo smo uspjeli ovim radom i tu inovacijsku polugu iskoristiti kako bi se stvorio rad koji to razdoblje dosljedno suvremeno prezentira.

Ključne riječi: CD, nove tendencije, video-art, film, slika, dokument, medijska umjetnost, novi mediji.

UVOD

Potrebno je razjasniti da, u ovom istraživanju, izraz "medij" koristi se kao sredstvo koje se upotrebljava za pohranu i isporuku informacija i komunikaciju, uključujući razmjenu informacija i na aktivnosti koje uključuju tehnologiju. Izraz se također odnosi na alate, materijale i tehnike koje koriste umjetnici za izradu svojih radova. S druge strane, pojam ne implicira "masovne medije", kao što su TV, novine, itd. ..U suvremenoj umjetnosti, generički pojam medijska umjetnost se koristi za opisivanje posebne vrste radova nastalih od 1960-ih koji se u velikoj mjeri odnose na ili su stvoreni unutar tehnoloških medija. Odnosi se na disciplina kao što su video, elektronska i internet umjetnosti te na radove povezane s telekomunikacijskim i masovnim medijima. Medijska umjetnost predstavlja jedinstvene izazove galerijama i galeristima te muzejima u smislu prezentacije i komunikacije. Od 1960-ih mediji je ušao u "svijet" umjetnosti i "prostor" u muzeja i galerija transformirajući tradicionalnu percepciju umjetničkih praksi i prostor koji zauzimaju. Instalacije, performansi i video suprotstavljaju se skulpturama i slikama. Pokretne slike suprotstavljaju se statičnim slikama. Performansi (uživo) suprotstavljaju se nepokretnim objektima (slikama).

Priroda medijske umjetnosti i prostora koji zauzima se razlikuje od tradicionalnih umjetničkih predmeta i od ranih 70-ih medijska umjetnosti je postavljala galerijama i muzejima i kulturnim institucijama teške probleme. Medijska umjetnost doista dovodi u pitanje svaku temeljnu pretpostavku: ulogu gledatelja, kao i ulogu muzeja u izlaganja i komuniciranju; prirodu medijskog djela, njegovo očuvanje i prezentaciju. U stvari, dok su tradicionalni umjetnički predmeti obično statični i neaktivni, medijska umjetnička djela općenite se temelje na vrijeme i interakciji. Nadalje, tehnološka oprema i softveri za projekte medijske umjetnosti stare ekstremnom brzinom. Sve činjenice na kojima se muzeji i galerije temelje se sada otvoreno dovode u pitanje, bitan aspekt čega je uloga muzeja i galerija u komunikaciji. Međutim, budući da sadašnja istraživanja o suvremenoj umjetnosti imaju naglasak na načinu na koji su stvorena umjetnička djela, umjetničkoj namjeri i strategijama kako bi dokumentirali umjetničke procese, komunikacija Medijskih likovnih radova - u odnosu na tzv. tradicionalne oblike umjetnosti - nije još opsežno istražena. U današnje vrijeme komunikacija medijske umjetnosti je postala vrlo složena. Muzeji, a galerije manje, su postali medijski laboratoriji, eksperimentiraju s tehnologijom i istražuju njezine različite namjene.

Uloga koju mediji igraju u strateškom komuniciranju kulturne baštine, uključujući društvene medije i općenito Web 2.0 je naglo je porastao. Web stranice postaju web aplikacije, a web posjetitelji postaju korisnici i formiranju zajednice. Trenutno, kulturna iskustva mogu se ostvariti suradnjom između organizacije i publike, a ne samo između umjetnika i gledatelja. Nadalje, korištenje medija mora se prilagoditi specifičnostima mjesta i publike kako bi služilo umjetnosti u umjetničkim potrebama. Oni se moraju dizajnirati kako bi odgovarali podrški konceptualnih i estetskih standarda i mora raditi cijelo vrijeme, prisiljavajući proizvođača na svijest o publici i stvaranje profesionalnih pitanja odnosa publike i artefakta, muzeja, galerija, umjetničkih ateljea i vanjskog svijeta.

1. **DEFINICIJA MEDIJSKE UMJETNOSTI**

Iako ne postoji specifična i jedinstvena definicija medijske umjetnosti, postoje neke zajedničke osebujne karakteristike kao što su neopipljivost, "životnost", fluidnost, varijabilnost, povezivanje, interaktivnost i "događanje". Medijska umjetnost je generički pojam u suvremenoj umjetnosti, a taj termin se uglavnom koristi za opisivanje posebne vrste radova nastalih od 1960-ih do danas. Sam pojam se naširoko koristi od 1990-ih.

Trenutno medijska umjetnost obuhvaća i mnoge druge različite oblike pod kategorijom umjetnosti novih medija, kao što su net umjetnost, virtualne stvarnosti, robotika, umjetni oblici života i digitalna umjetnost. Štoviše, termin "plurimedija" je uveden za opisivanje korištenje više od jednog medija u istom umjetničkom djelu, kao i kombinacija medija (vidi također: Greene, 2004, Levinson, 1997, Moser, 1996... , i Weibel, 2001).

1.2. (MULTI) - MEDIJSKA UMJETNOST

Od početka 20. stoljeća, desetljećima prije dolaska multimedijskog doba, cijela ideja spajanja osjetila i kombinacije zvukova i vizija nastala je iz uspona avangarde. U tom istom razdoblju, pojam sinestezija tiho je ušao u književnost, slikarstvo i glazbu i u prvoj polovici 20. stoljeća ponudio javnosti nevjerojatnu produkciju radova i tehničkih naprava sposobnih spojiti na nov i originalan način osjetila sluha i vida. Godina 1895.-ta predstavlja ključnu godinu kada su kinematograf, instrument za snimanje i projekciju živog pokreta izumila braća Lumière te se on javno koristi u Parizu, čime oni postaju osnivači filma. Uz taj tehnološki pokret, prošlo stoljeće svjedočilo je nevjerojatnim tehnološkim razvojima (See: Crary, 1990., & Pisters, 1998).

Pokušat ću pratiti nit kako bih spojila arheologiju medija i (multi) medijsku umjetnost. Od prvog filma do televizora, monitora, od živu glazbu do radija, da sintetizirane glazbe, u otprilike jednom stoljeću zvuka i slike su bili u stanju prijeći granicu kože (npr. cyber kirurgija) i na kraju prodrijeti u ljudska osjetila donoseći na nove vizije i različite primjene izvornih korištenja filmskog aparata. Doista, u 20. stoljeću znanost je osjetila potrebu za trenutnom reprezentacijom. U tom kontekstu trebaju se opisati eksperimenti Etienne-Jules Mareyja s kronofotografijom kojima se u kinu pokušalo izbrisati vrijeme predstavljanja te ponuditi slike koje se mogu promatrati kao događanja u stvarnom vremenu. U odnosu na disciplinu kao što su video, elektronska i internet umjetnosti i na radove koji se odnose na telekomunikacije i masovne medija, medijska umjetnost predstavlja jedinstvene izazove za muzeje i umjetničke prostore. Medijska umjetnost, danas, nudi slike stvorene i doživljavane u stvarnom vremenu. Softver i hardver nude alate za izradu "umjetnosti" širem krugu korisnika. U ovoj masovnoj proizvodnji, sve se više povećava broj radova. Može li muzejska praksa ići u korak s ovom praksom? Kako tehnologija utječe na pristup, praksu i konzumiranje umjetničkog djela? Kako mediji, kao umjetnička djelo ili kao sredstvo komunikacije i tehnologije, rješavaju izazov konvencionalnog objektno usmjerenog pristupa muzeja, galerija i izložbenih prostora u cjelini te uvođenja virtualnih zajednica i okoliša u područje analize, sudjelovanja i interakcija? Prema istraživačima Kerry Brougher, Jeremy Strick, Ari Wiseman i Judith Zilczer, stvaranje svijeta medijske umjetnosti daje nam priliku da gledamo medijsku umjetnost u široj perspektivi (Brougher et al., 2005). Od prve izložbe koju je predstavila Nam June Paik 1963. godine u Rolf Jarlings galeriji u Wuppertalu u Njemačkoj, pod nazivom "*Izložba glazbeno elektronske televizije*", video je doživio značajan razvoj, a danas je priznat kao jedinstven oblik izražavanja. Godine 1965., uvođenjem prijenosne video-vrpce i videa, stvara se potencijal za alternativnu proizvodnju stavljanjem medijskog alata u ruke jednog umjetnika. Video se zaista postavlja kao protivnik dominantne institucije komercijalnih televizija i postaje suvremena umjetnička forma. Tijekom 1960-ih umjetnost počinje uključivati intertekstualne prakse. Umjetnici se nastoje odmaknuti od dominantnih načina izražavanja, prije svega u korištenju tehnologije, što zahtijeva istraživanje ne samo medija u njegovim bitnim svojstvima, nego i političkih struktura povezanih s televizijom.

Međutim, fenomenologija gledanja video uradaka pod utjecajem je televizijskog iskustva, a umjetnici su morali biti svjesni da se gledatelji podsvjesno kreću prema svojim televizijskim vizualnim očekivanjima. Konceptualno provokativni pristup oblika i sadržaj poticao je na angažman više nego otuđenje kao i zavodljiva i manipulatorska očekivanja u procesu gledanja. Poruke ranih djela videa bile su implicitno, a ponekad i jasno metaforičko kršenje granice formalizma estetike kako bi stajali kao znak političke neovisnosti izvan granica ortodoksnog modernizma i institucionalizirane televizije. Namjera nije bila decentralizirati TV industriju već pokušaj zahtjeva za autonomnom praksom samog medija. U roku od nekoliko godina, sve tehnologije kao što su digitalni i elektronički uređaji, softver i hardver, ubrzani zvuk i medijska umjetnost donijeli su avanturu u percepciji.

Nedavna prošlost obilježena je pojavom takozvane umjetnosti novih medija. Godina1989. označila je drastičnu promjenu u kulturi i društvu i radikalnu evoluciju elektroničke umjetnosti. Prema s F. Sumitomo i Y. Shikati, pet glavnih djela mogu pratiti glavne liniju takvih fenomena: vremensko, prostorno, tjelesno, javno i generativno.

Paralelno dolazi do protoka tehnologije, teorija, umjetničkih djela i izložbenih prostora (Suminitomo & Shikata, 2005). Analiza tih komponenti su ključ za razumijevanje evolucije i promjena medija te umjetnosti novih medija. Prema Sumitomu i Shikati evolucija medijske umjetnosti je strogo povezana s tehnološkim poboljšanjima kao i društvenim promjene koje su se dogodile tijekom godina. Ove kontinuirane veze između uređaja, društva, kulture i prošlosti općenito ističu samoreferentni aspekt medijske umjetnosti, kao i nastojanja da se prošlost ostavlja iza sebe. Snimatelj / umjetnik stvara slike kroz tehnološke uređaje, prodire duboko u vizualnu stvarnost. To okruženje u "realnom vremenu" prikazivanja nudi analogiju snimatelj / korisnik: oba su profesionalci koji dijele isti stav i u biti promatrači. U oba slučaja, u stvari, oni ne mogu igrati ulogu običnih gledatelja, već naprotiv, oni interveniraju u njihove "objekte". Ne samo da udaljenost između percepcije i reprinta može biti skraćena, već i udaljenosti tehnologije i predstavljenih predmeta oni interveniraju u njihove "objekte". Ne samo da udaljenost između percepcije i reprezentacije može biti skraćena, već i udaljenosti između tehnologije i udaljenih predmeta (Benjamin, 1936). Medijska umjetnost predstavlja novo poglavlje u onome što je nekad bilo polje za samo neke. Dostupnost novih elektroničkih i digitalnih tehnologija otvara pitanje stare tradicije u korištenju zvuka i slike. 20.stoljeće počelo je, što se tiče umjetnosti, sa skupinama koje su ispitivale i mijenjale društvo, a posebno su se borile protiv institucionalizacije umjetnosti. Dadaizam, simbolizam, futurizam i nadrealizam na različite načine i različitim tehnikama predstavljali su opoziciju tradicionalnim oblicima umjetnosti, a cilj im je bio spojiti umjetnost sa svakodnevnom životu. U iste godine, pojavio se princip montaže. Na kraju tog istog stoljeća, svjedočili smo kako je medij prosvijetlio mase i načelo "miješanje" zamijenili je montažu. S dolaskom digitalnog uređivanja videozapisa taj trend je postao čak još očitiji. Bez obzira na prednosti, nedostatke i smisao ovog novog

fenomena, razvoj novih tehnologija dovodi do jačeg povezivanja i manipulacija koji je nadahnuo mnoge umjetnike. Publika je pozvana sudjelovati u ovoj disciplini, a budućnost portala čini se da su agregacije.
U ovom vremenu novih granica, u posljednjih nekoliko godina svjedočile su dubokim i intenzivnim promjenama u audio-vizualnoj proizvodnji, nudeći metaforičku sliku mape stalno mijenjajućih teritorija. Linije koje tvore ovu mapu i dalje se kreću preklapajući se s drugim linijama u različitim smjerovima. To je danas nekontrolirani teritorij

2. KOMUNICIRANJE MEDIJSKE UMJETNOSTI

Od davnih vremena, pokrovitelji umjetnosti bili su Crkva, države i privatne osobe. Predstavljanje umjetničkih djela je predstavljalo snažnu dinamiku u odnosu između pokrovitelja i umjetnika, usklađivanje želja pokrovitelja, mecena i umjetnika, posebice tijekom renesanse, kada su se stvorile jake veze između umjetnosti i važnosti pokrovitelja. U takvoj dinamici pokroviteljstva, medijska umjetnost predstavlja promjenu i unosi neravnotežu u već postojeći sustav. Rast medijske umjetnosti je divlji i nekontroliran, te ne uzima u obzir muzeje i galerije. S druge strane, u kasnom 20. stoljeću, medijska umjetnost, instalacije i elektronička, kao i digitalna umjetnost su ušli na suvremenu muzejsku scenu. Međutim, nastavak razvoja tehnologija proširuje mogućnosti i oblike medijske umjetnosti u nekontroliranoj mjeri. Tradicionalno, muzeji su imali određenu ulogu kao što je prikupljanje, očuvanje i prezentiranje umjetničkih djela. Medijska umjetnost je promijenila tradicionalnu muzejsku praksu i muzeji koji žele slijediti suvremenu umjetnost morati proširiti svoju misiju. Postoje još neki specifični objekti i pokrovitelji medijske umjetnosti i instalacija, kao što su Venecijanski bijenale u Italiji, Documenta u Kasselu, Njemačka, PS1 u Queensu, New York-u, da spomenemo samo neke od postojećih. Međutim, uloga on-line/web okoliša eksponencijalno raste u posljednjem desetljeću nudeći prostor bez kontrole i ograničenja, gdje umjetnici mogu raditi, stvarati, eksperimenti i komunicirati izazov ne fizičkih granice već granica tehnoloških i virtualnih okoliša. U ovom kontekstu ograničenja se ukidaju i ono što se u muzejskom prostor moglo smatrati barijerom, u on-line prostoru predstavlja tehnološku sposobnost umjetnika.
Medij sam postavlja granice, umjetnikova misija je prevladavanje takvih ograničenja i virtualni prostor sam postaje alat za stvaranje umjetnosti. Umjetnici koriste nove tehnologije kako bi se bavili tradicijama povijesti umjetnosti, kako bi stvorili nove oblike umjetnosti, ponovno interpretirali i ponovno istražili stare te otišli u polja djelovanja obično izvan umjetničkog područja. Za medijske umjetnike korištenje tehnologije je poetski instrument i predstavlja sredstva pojedinih izraza, kao što je platno bilo za prošle generacija umjetnika.
Doista, Web 2.0 praksa redefinira sadržaj: kulturni objekt, kulturnu proizvodnju i potrošnju te komunikaciju. Koje su koristi suvremene umjetnosti - a osobito medijske umjetnosti – koja je lako dostupne on-line?
Od 1960-ih do danas, medijska umjetnost je prolazila kroz vrlo različite faze, a danas je postala drugi oblik masovne kulture te je njezina popularnost često jednaka onoj ostalih masovnih medija. U stvari, od 1990-tih broj sudionika "suvremene umjetnosti" je povećan, gotovo kao porastu društvenih medija u istom vremenskom razdoblju. Pojavom weba kao novog standardnog komunikacijskog medija 1990-ih započela je web prisutnost u većini kulturnih područja, čime je publika postala globalna. Izazov u dinamici Web 2.0 kulture je njegova stalna inovacija, energija i nepredvidljivost. Međutim, sav taj materijal se širi okolo, neklasificiran je i još nije organiziran te stoga nije odmah dostupan. Web stranice galerija i muzeja, s druge strane, pružaju informacije vezane za jedinstveno određene umjetnike i radove; svoj događaje i otvaranja, svoje poslovne interese. Umjetnici koristite web kao spremište za pokazivanje svojih djela, kao i pružanje informacija drugim stručnjacima u tom području.
Komuniciranje i interaktivnost, a da ne spominjem odnos s većim dijelom javnosti predstavljaju - danas - samo manji aspekt medijske umjetnosti prisutne na webu. Nadalje, komunikacija suvremene umjetnosti danas se mijenja, koristi prednost raspoložive tehnologije i društvenih promjena. Analogiju snimatelj / korisnik treba zamijeniti s pretraživač / korisnik, budući da publika gleda on-line baze podataka. Medijiski objekti se brzo kreće između korisnika i uređaja, kroz kontekste i mreže. Dnevno dolazi do velikog broja inovacija, a možda najkonceptualnija od svih se događa u razvoju samog medija Weba 2.0. Sve nove kreativni alate - web mashups, firefox priključci, Facebook aplikacije, itd.. - dolaze iz velikih tvrtki kao što su Google ili od pojedinih programera. Web 2.0. Kao odgovor na eksploziju korisnički generiranog sadržaja dostupnog u digitalnom obliku (web stranice, blogovi, forum diskusije, digitalna fotografija, video, glazba, itd.), Web 2.0 tvrtke stvaraju snažne platforme namijenjene podržavanju ovog sadržaj. *MySpace, Facebook, Flickr, YouTube* i stotine drugih sučelja društvenih medija postali su dostupni širom svijeta. Dakle, detalji svakodnevnog života milijuna ljudi postali su javni. Platforme društvenih medija korisnicima nude gotovo neograničen prostor za pohranu i obilje alata za organizaciju i objavljivanje miljenja, stavova i medijskih sadržaja.
Društvene mreže imaju sve veću ulogu u svakodnevnom životu i raste njihova prisutnost u muzejima. Analiza ukazuje na razvoj komunikacijske strategije za suvremenu umjetnost, što se odrazilo na odnos muzeja / umjetničkih prostora i institucija na društvenim mrežama. Komunikacijski alati omogućuju članove virtualnih zajednica uključiti u dijalog, kao i da pridonesu svojim sadržajem. Uspješna interakcija takve vrste je atraktivan način pružanja dopunskih ekspertiza u rješavanja potreba od zajedničkog interesa i zadataka koji zahtijevaju niz područja znanja. Kao se struka razvija u svojim misijama i njezine uloge se proširuju i sijeku s onima u drugim disciplinama što je potencijal za učinkovitu sinergijsku suradnju i povećanje interakcije. Uz suradnju između muzeja, specijalista i umjetnika, ulogu imaju i partneri koji pružaju usluge za krajnjeg korisnika, kao i uloge samih krajnjih korisnike koji se bave sadržajem. Pojedini partneri mogu igrati različite uloge ovisno o njihovoj stručnosti, stupnju razine predanosti i sposobnosti za sudjelovanje u smislu vremena i resursa.

U kreiranju web materijale ciljevi su stvaranje interesa i razumijevanja teme, osigurati sredstva za daljnje znanje o temi, osigurati mehanizme uključivanja u dijalog, te osigurati sredstva za sudjelovanje iskustava.

3. **VRIJEME EXATA 51**

Za velike promjene u umjetnosti zaslužni su naši umjetnici koji su imali mogućnosti nakon rata pedesetih i šezdesetih godina 20. Stoljeća boraviti na zapadu. No najveći pomak za umjetnost koja tek dolazi presudni učinak je ostavila jedna samoposluga. Ideja o samoposluzi kao jednom od glavnih eksponata američkih paviljona na izložbama širom svijeta, postala je značajan izvozni propagandno marketinški kanal za prijenos američkog načina života. Te 1957. Godine bili su izloženi različiti simboli Amerike, a veliku pozornost posjetitelja plijenili su, pored slike američkog predsjednika Eisenhowera bili su tu automati za cigarete, sušilice i perilice za rublje, bazeni za kupanje pa čak i model svemirskog broda. Šezdesete godine XX. Stoljeća, su postale godine kada je sve bilo moguće. U tom burnom hladnoratovskom desetljeću Amerika je amerikanizirala svijet. Amerikanizacija ulazi u sve pore društva te velikim dijelom utječe na cjelokupnu duhovnu stranu kulture na umjetnost.

U Beogradskom listu Borba piše Oskar Davičo povodom Murtićeve izložbe u beogradskom ULUS-u u siječnju 1953. «Murtić nudi drugačiji svijet, svijet u kome su noći na drugi način plave, na drugačiji način poprskane žumanjcima osvjetljenih prozora neba. Za Murtića i protiv Murtića» (Borba 14.siječnja 1953).

U veljači te iste 1953. godine u Salonu UHLIH-a u Zagrebu otvorena je jedna od onih izložbi koja će iz temelja promijeniti umjetničku praksu u Hrvatskoj pedesetih godina. Likovna publika i u Zagrebu ima priliku vidjeti slavni «Doživljaj Amerike» Ede Murtića, inspiriran slikarovim boravcima u Americi.

Svoj dolazak i sam boravak u Americi umjetnik je najbolje okarakterizirao govoreći o svom susreti s jedinstvenim slikarom doga doba Jackson Pollockom. Jer u tom periodu američkom slikarskom scenom dominiraju umjetnici De Kooning i Pollock. Murtić je stigao «taman na vrijeme». Imao je Murtić tada 31 godinu a Pollock 40. «Nisam ni okasnio ni uranio», izjavio je jednom prilikom Murtić. «Upad u pravom trenutku i u središte zbivanja».

Murtić je Pollocka upoznao tako da je stalno dolazio gledati njegove radove izložene na izložbi. Sam Murtić mnogo puta je prepričavao njihov prvi susret nakon čega je uslijedio poziv Murtiću u Pollockov atelje koji se nalazio u bivšoj tvornici jute, gdje bi na podu Pollock postavio platno a iz kranova bi, odozgo, puštao boje. «Bio je to izraz apsolutne slobode», govorio bi Murtić. Oduševilo me je «tako shvaćanje slobode». Slobode u umjetničkom izražavanju koje Europa ne poznaje.

Izložba Murtića iz 1953. godine jedna je od izložbi koje su mijenjale kurs umjetnosti u Hrvatskoj 50-tih. No, Murtić je u Americi samo prepoznao nešto što je već tada bilo aktualno u nas i u Europi- ekspresionistički revival, ponovo rađanje ekspresionizma koje će se tako dobro pokazati kod Jacksona Pollocka i De Kooninga.

Osim toga svakako treba spomenuti izložbe iz 50-tih u nas, a to je svakako izložba Antuna Motike «Arhajski nadrealizam» (skice za skulpture u staklu), izložbu grupe EXAT, oformljene 1951., te iz godine 1953., natječaj za spomenik Karlu Marxu u Beogradu, koji je radio Vojin Bakić.

Murtićeva pozicija u našoj umjetnosti, njegovu pojavnost treba sagledati kroz njegove prijašnje radove. U partizanima stvara grafičku mapu, svoje remek djelo, za Goranovu Jamu. U Rimu 1943. Godine stvara drvoreze u kojima je jasno prepoznat kao predstavnik ekspresionizma. Nakon 1945. Godine nastaje serija slika razorenih gradova, Zadra na primjer, gdje je umjetnik pokazao jednu potpunu zrelost, autentičnost.

Tih 50-tih godina Murtić, a ni Motika, nisu bili apstraktni slikari. Apstraktnu umjetnost se u tom postratnom razdoblju unijeli u nas Kristl, Picelj, Srnec i Rašica, dakle grupa EXAT. Ona je imala duboke korijene, bila je najradikalniji iskorak u osvajanju slobode od svega do tad poznatoga.

Murtićeva izložba u društvenom i političkom kontekstu toga vremena bila je okarekterizirana kao izdaja onih socijalističkih ideala kroz kojega se pamtilo kroz rat.

Potrebno je spomenuti i to da je 1952. godine, Krleža održao svoj čuveni govor u Ljubljani , u kojem se založio za slobodu umjetnosti. No ni on nije bio otvoren za sve i do kraja. Taj važni deklarativni prekid sa socijalističkom dogmom u umjetnosti nije do kraja bio ispoštovan jer i sam Krleža kada je bio član žirija za spomenik Karlu Marxu odbio je Bakićev «nerealistički» spomenik, jer pokazuje rodonačelnike socijalizma i komunizma kao lutke, karikature, šablonizirano.

Murtićeva izložba iz 1953. Godine i zbog čega je ona bitna, bitna je zbog jednog ulaska u dijaloški prostor, ideološki prijepor. Mi znamo da je tradicijska veza iz Zagreba, iz Beograda, iz Ljubljane, bio Pariz. U trenutku kada se rađa novi svjetski centar New York, Murtić je tu. No kada je Murtić došao u Ameriku, došao je s već gotovim rukopisom. On je u Americi našao idealan pandan tom svom rukopisu.

Kada se pojavio na izloži 1953. godine kod nas, dočekan je na razne načine. Ljubitelji apstrakcije smatrali su to površnim, zakašnjelim i mnogo više im se sviđao apstraktni EXAKT. Umjetnikova djela, remek djela, su *Nebo nad New Yorkom* iz Galerije umjetnina u Splitu i Higway iz Moderne galerije u Zagrebu. U skladu s time i u tom murtićevskom brzopletom, nervozno skiciranom duhu, a opet tako dobro definiranom treba spomenuti i Antene iz 1953. godine. U to vrijeme su je mnogi gledali kao površno napravljeno djelo, dekorativno, nedovršeno. No mi znamo da su i stari majstori često bili prozivani zbog svoje dekorativnosti (Tiepolo, veliki rokoko majstor te veliki Veronese) a ipak im to nije smetalo da budu veliki.

Cijelo to vrijeme u određenim krugovima stvarala se sklonost prema idejama konstruktivne umjetnosti te tako u periodu kada se Europa oslobađa postinformelovske katarze u Hrvatskoj se otvara izložba *Novih tendencija* 1961. godine. Umjetnost je to slobodnih dimenzija i slobode razmišljanja po uzoru na europske kolege okupljenih u talijanskoj umjetničkoj grupi *T i N*, pariških *Motusa*, njemačke grupe *Zero.* Pet izložbi *Novih Tendenzija* su pet poruka društva posvećenom modernoj umjetnosti i otvaranju puta ka novoj medijskoj umjetnosti. Na nama je sada da je održavamo pretočenu u nove medijske kanale.

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LEARNING FROM YOUR OWN EXPERIENCE: OVERVIEW ON CBR (CASE BASED REASONING) AT HERZEGOVINA COMPANIES

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Abstract
The bare usage of Information and Communication Technology is putting the company in the constant process of data analysis and studying. Consequentialy, a company can be tagged as succesful when it creates knowledge, based on that data, and efficiently distributes it throughout the organization while implementing it in their activities. Naturally, during this process, certain methodologies of discovering and managing that knowledge are ought to be used. Case Based Reasoning – CBR is a method of machine learning which adopts solutions used to solve problems in the past and uses them for solving new problems. Instead of relying on general knowledge of the problem domain, CBR has the ability to use specific knowledge of past experience. This paper presents results of a research on the usage of CBR in the companies of the Herzegovina region with the purpose of discovering knowledge and fostering lifelong learning along with the aim of achieving business objectives.

Keywords: knowledge managment, CBR (Case Based Reasoning), tacit knowledge, business efficacy

1. Uvod

Okruženje u kojem današnje poduzeće posluje je izrazito neizvjesno i turbulentno, a kad se uzme u obzir napredak informacijsko komunikacijske tehnologije te njena prisutnost u svim sferama poslovanja, evidentna je preplavljenost poduzeća podacima. Poduzeće podatke pribavlja iz svoje uže i šire okoline, ali isto tako se oni generiraju unutar

poduzeća. Kako bi ti podaci postali informacije, poduzeće ih treba znati transformirati te pravovaljano iskoristiti. Kada poduzeće shvati njihovu međupovezanost i međuovisnost te kontekst u kojem se nalaze, tj. kada se razvije određeno razumijevanje o njima tada ih se može nazvati znanjem [1]. Uspješna su ona poduzeća koja imaju sposobnost kreiranja novog znanja, te ga mogu uspješno distribuirati kroz cijelu organizaciju i pravovremeno ujediniti s tehnologijama i proizvodima. Smatra se da će razvoj informacijskih tehnologija ići u pravcu transformacija informacija u znanje [2] te ovo pridonosi još većoj uspješnosti upravljanja znanjem. Upravljanje znanjem (engl. *Knowledge management* – KM) se može definirati kao koncept sustavnog prikupljanja, organiziranja, pohranjivanja i dijeljenja znanja u svrhu postizanja ciljeva organizacije [3]. KM proces se sastoji od otkrivanja i obuhvaćanja znanja, dijeljenja znanja i njegove primjene. Postoje dvije vrste znanja [4]: eksplicitno i implicitno pri čemu se potonje sastoji od sume svih sposobnosti, iskustava na bazi pokušaja i grešaka koje je neki pojedinac stekao u praksi te se teško prenosi i dijeli. Ovo znanje je veoma osobno i predstavlja sve ono što osoba zna i što je sposobna raditi, ali ne može objasniti. Upravljanje eksplicitnim znanjem je strukturiran posao, znanje se sabire ili prikazuje u drugom obliku. Međutim, formaliziranje implicitnog znanja u eksplicitan oblik kako bi se moglo koristiti za donošenje odluka i rješavanje problema je složen posao. Ako se implicitnim znanjem ne vlada ispravno, ono će jednostavno nestati iz organizacije. Upravo je implicitno znanje ona bitna komponenta koja pruža prednost organizaciji. Kad bi se moglo iskoristiti implicitno znanje koje posjeduju zaposlenici (prijašnji i sadašnji), poduzeće bi imalo višestruke koristi. Jedna od metodologija koja ima mogućnost formaliziranja implicitnog znanja je noviji termin koji se veže uz umjetnu inteligenciju, a to je Case-based reasoning (CBR), uvjetno prevedeno na hrvatski jezik kao Rasuđivanje temeljeno na slučajevima.

2. Rasuđivanje temeljeno na slučajevima – CBR

CBR je paradigma za rješavanje problema koja se u svojoj osnovi na mnogo načina razlikuje od drugih pristupa umjetne inteligencije. Umjesto oslanjanja na opće znanje o domeni problema, CBR je u mogućnosti iskoristiti specifično znanje o prethodnim iskustvima, odnosno konkretnim problemskim situacijama koje se nazivaju slučajevi. Problem se rješava pronalaženjem sličnog slučaja iz prošlosti i njegovim ponovnim korištenjem u novoj problemskoj situaciji [5]. CBR je metodologija koja omogućava organizaciji da tretira već proživljene situacije i probleme kao imovinu tvrtke koja se može koristiti za buduća rješavanja problema. Ovo pruža motivaciju da se CBR promatra kao glavni alat upravljanja implicitnim znanjem te se CBR se može promatrati kao spremnik implicitnog znanja [6].
Proces pamćenja grešaka iz prošlosti, kako se one ne bi ponovno dogodile, se čini kao lagan zadatak. Međutim, nije tako. Zapisi iz mnogih organizacija pokazuju kako se iste greške ponavljaju nakon razdoblja od nekoliko godina jer ljudi nastave s radom nakon prijašnje greške te ubrzo zaboravljaju što je bilo. I kao rezultat toga ponavljaju se iste greške iako bi organizacija trebala biti u stanju da ih spriječi. Na ovaj način organizacija plaća cijenu svoje „zaboravnosti“. Zbog ovog razloga bi postojanje neke baze podataka u kojoj bi bile zapisane sve prijašnje greške koje je organizacija učinila bilo strateška prednost za organizaciju. Rješenje za ovaj problem nudi CBR. CBR koristi rješenja prijašnjih uspješno riješenih problema te ih primjenjuje na nove probleme [7]. CBR se pokazao kao veoma efikasan način rješavanja problema u slučajevima kada nije poznato dovoljno pravila o problemu.
Postoji više teorijskih modela CBR-a (Huntov model, Allenov model, model Kolondera i Leakea, model Aamodta i Plaze, Finniev model, Watsonov model) koji su se vremenom razvili u pokušaju da se bolje shvati ova metodologija. Svi ovi modeli predlažu različite strukture i korake za provođenje CBR-a na najbolji način. Neki su složeniji od drugih te se može govoriti o različitim stupnjevima razvijenosti CBR-a. Uzimajući u obzir zadani model te još neke druge varijable (tehnologija, opseg korištenja), razvijenost CBR-a u poduzeću se može promatrati s više stajališta:

- s funkcijskog stajališta

U poduzeću CBR može biti primijenjen samo u pojedinoj funkciji poduzeća gdje se lokalizirano koristi radi pomoći pri donošenju odluka na taktičnoj razini organiziranosti. S druge strane, CBR se u poduzeću može primjenjivati sustavno što podrazumijeva njegovo plansko uvođenje u sve funkcije poduzeća, kontinuirano usklađivanje te promatranje CBR-a kao bitnog strateškog alata i pomoći u procesu donošenja odluka.

- s informacijskog stajališta

Postavlja se pitanje: što se događa s podacima i informacijama koji pristignu u poduzeće? Kako izgleda njihov životni ciklus i nakon koliko vremena se one izbacuju iz poduzeća? Nadalje, kakvog su karaktera i u kojem obliku informacije koje koristi sustav CBR-a u poduzeću? Informacije na koje će se oslanjati CBR se mogu smjestiti u raspon od običnih skraćenih bilanci uspjeha (jedno razdoblje u godini predstavlja jedan slučaj) do složenih zapisa zabilježenih u komplicirano konstruiranim bazama podataka ili u nekom od kompleksnih komercijalnih alata za CBR.

- u smislu tehnologija i alata za primjenu

Svaki CBR sustav koristi metode i tehnike na kojima je zasnovan. Pored toga, postoje razni softverski alati koji omogućavaju djelomično ili potpuno kompjuteriziranje procesa CBR-a.

Kako bi se dobio odgovor koliko je razvijen CBR u poduzećima u Bosni i Hercegovini potrebno je prethodno napraviti snimku postojećeg stanja koja će dati naznake u kojoj mjeri su poduzeća upoznata s konceptom CBR-a, u kojoj mjeri i na koji način ga već koriste te s kojeg bi aspekta bilo najbolje pristupiti mjerenju razvijenosti. U tu svrhu je provedeno empirijsko istraživanje na poduzećima u Hercegovini čiji su rezultati prezentirani u ovom radu. Ono će pružiti bazu za

formiranje obuhvatnijih istraživanja koja će sadržavati kompleksnija i konkretnija pitanja vezana za CBR kako bi se pokušala otkriti razina razvijenosti istog.

3. Metodologija istraživanja

S obzirom da srednja i velika poduzeća zbog svoje veličine i obujma poslovanja imaju predispozicije za posjedovanje i korištenje informacijske tehnologije u obliku CBR-a istraživanje je i provedeno među srednjim i velikim poduzećima na području Hercegovine početkom 2014. godine. Kao kriterij veličine poduzeća uzet je broj zaposlenih te su se promatrala poduzeća koja imaju više od 50 djelatnika.
Korišten je originalni anketni upitnik za potrebe istraživanja koji je pored općih pitanja o poduzeću (godina osnivanja, sjedište, oblik organiziranja, broj zaposlenih, vlasništvo i prihod) sadržavao 11 pitanja izravno i neizravno vezanih za CBR. Pitanja su zatvorenog i otvorenog tipa uz dvije tvrdnje gdje su ispitanici trebali ocijeniti svoj stupanj slaganja korištenjem Likertove skale (5 stupnjeva). Ispitanici koji su odgovarali na anketu su zaposlenici informatičkog odjela (voditelji odjela, pododjela ili djelatnici) jer su oni ti koji imaju potrebno znanje za pružiti odgovore vezane za CBR, korištene softvere itd.
Nakon tehničke i logičke analize upitnika te odbacivanja nevažećih anketnih listića, uzorak je sadržavao 17 poduzeća. Rezultati provedenog istraživanja su izraženi relativnim (%) frekvencijama, a statistička analiza podataka je obavljena pomoću MS Office Excela te SPSS-a 17.0.

4. Rezultati i rasprava

Istraživanjem je obuhvaćeno 17 poduzeća i to 12 (70,6%) velikih i 5 (29,4%) srednjih. Što se tiče osnovnih karakteristika poduzeća u uzorku, rezultati su sljedeći:

- 47,10% ih se bavi pretežno proizvodnom djelatnošću, 41,2% uslužnom djelatnošću, a 11,8% je navelo da se podjednako bavi i proizvodnom i uslužnom djelatnošću (npr.: pružanje građevinskih usluga uz proizvodnju betona i ostalog građevinskog materijala),
- 17,6% poduzeća je organizirano kao javno poduzeće, 17,6% kao dioničarsko društvo (d.d), a 64,7% kao društvo s ograničenom odgovornošću (d.o.o),
- 64,7% ih je u domaćem vlasništvu, 11,8% u stranom, a ostali (23,5%) u mješovitom vlasništvu i to većinski domaćem, samo jedno poduzeće ima omjer 50:50 domaćeg i stranog vlasništva.

Ispitanicima je bilo ponuđeno pitanje izravno vezano za CBR i to pitano ih je koristi li poduzeće ijedan softverski alat za Razlučivanje na temelju prethodnih slučajeva. Jedan ispitanik nije pružio odgovor, od ostalih 82,4% ih je odgovorilo ne, a samo 11,6% da. Međutim, upitna je istinitost i validnost ovih pozitivnih odgovora jer su ispitanici kao ove softverske alate naveli softvere kojima Razlučivanje na temelju slučajeva nije temeljna i jedina funkcionalnost. Štoviše, u svojoj biti oni i nisu CBR alati.
Kad su u pitanju softveri koji su u svakodnevnoj uporabi, većinom su navedeni programi MS Office paketa te slični softveri koji služe za upravljanje dokumentima, dok ih 52,9% koristi posebne softvere koji su specijalizirani za njihovu djelatnost (billing sustavi za telefonske operatere i/ili banke, sustavi za upravljanje prtljagom i putnicima u zrakoplovnim lukama, razni programerski softveri za programerske tvrtke itd.).
Najčešća baza podataka koja se koristi za spremanje podataka je SQL (41,2%). Oraclu bazu koristi 17,6% poduzeća i to sve velika poduzeća. Ovo je očekivan podatak budući da velika poduzeća uglavnom trebaju robusnije baze i informacijske sustave općenito. Neke druge baze (Firebird, DB2, Access) koristi 47,1%. Više od jedne vrste baze podataka koristi 23,5%, a 11,7% poduzeća koristi cloud baze podataka. Može se zaključiti da, iako je posljednjih godina cloud poslovanje iznimno popularno jer je jeftino, pristupačno i lako za rukovanje, u hercegovačkim poduzećima nije dovoljno iskorišteno. S jedne strane, ovo se dijelom može objasniti činjenicom da se radi o srednjim i velikim poduzećima koja su tromija za promjene te manje sklona novotarijama u području informacijskih i komunikacijskih tehnologija. S druge strane, upitna je educiranost rukovodećih djelatnika i onih koji trebaju donositi promjene, odnosno njihova upoznatost s najnovijim trendovima.
Budući da je jedan od načina implementacije koncepta CBR-a moguć uspostavljanjem skladišta podataka, ispitano je koliko ispitanika ih koristi. 11,8% ispitanika nije pružilo odgovor na ovo pitanje, a od pruženih odgovora 60% je navelo DA, a 40% je navelo da u poduzeću ne postoji implementirano skladište podataka.
Kao izvori podataka iz kojih se puni skladište navedeni su samo interni podaci koji se generiraju iz transakcijskih podataka, osim u slučaju jednog poduzeća koje je navelo da koristi i interne i eksterne izvore bez detaljnijeg preciziranja o kojim se to eksternim izvorima radi.
Vidljivo je da su poduzeća prilikom punjenja skladišta podataka većinom ograničena na podatke iz vlastite baze podataka što znači konkretniji CBR sustav. Problem kod korištenja baza podataka u CBR-u se ogleda u tome što baze podataka prikazuju samo one podatke koje u potpunosti zadovoljavaju upite. Ako bi se napravili dobro oblikovani upiti nad bazom, oni bi mogli pronaći podatke koji odgovaraju zadanim opisima (kriterijima). Ovo se postiže korištenjem joker

znakova, izrazima Booleove algebre i drugim operatorima kako bi upit bio što općenitiji i imao više šansi za pronalaženje odgovarajućeg slučaja.
Što se tiče dinamike punjenja skladišta, 77,7% ispitanika je odgovorilo da se skladišta pune svakodnevno, 11,2% nekoliko puta tjedno, a 11,2% nekoliko puta mjesečno. U počecima razvoja skladišta podataka pretpostavljalo se kako orijentiranost prema poslovnim analizama ne zahtijeva od skladišta da se podaci promptno ažuriraju kao u bazi podataka [8], međutim, vodeći proizvođači softvera i ostali utjecajni čimbenici informacijskih krugova u zadnjih nekoliko godina naglašeno promiču pojam stvarnovremensko skladištenje u još jedan od tzv. buzzword termina navodeći nužnost i neizbježnost prelaska na ovakav model skladištenja [9]. Iako većina ispitanika navodi kako se skladišta pune svakodnevno, pitanje je koliko je to uistinu tako. Jesu li stvarno poduzeća u Hercegovini toliko aktualna da podliježu najnovijim trendovima kad je u pitanju dinamika punjenja ili pak to nije svakodnevno, ali korisnici, radi ažurnosti gotovih izvješća, imaju privid da jest.
Kad je u pitanju korištenje softverskih alata koji pomažu u donošenju odluka, 94,1% ispitanika navodi kako se u poduzeću ne koristi takav alat. 17,6% ispitanika je odgovorilo kako se koristi i to su uglavnom softveri koji se koriste u svakodnevnom poslovanju, ali sadrže i module za pružanje objašnjenih stručnih savjeta. Razinu više u optimiziranju poslovanja doseglo je 11,8% (velikih) poduzeća koji pak koriste specijalizirane alate za prognoziranje budućih kretanja. Nije detaljno ispitano na kojoj osnovici su razvijeni ovi alati i u kojoj mjeri koriste iskustva samog poduzeća ili su u potpunosti temeljena na eksternim podacima (tržišni pokazatelji, stanje u pripadajućoj poslovnoj branši, ekonomske prognoze za zemlju i regiju itd.). Bilo bi poželjno ispitati strukturu ovih softverskih alata i usput provjeriti mogućnost njihove prilagodbe i/ili transformacije u isključivi CBR alat.
Zapisuje li poduzeće uopće iskustva o svom poslovanju i u kojem obliku (papirnom/digitalnom) ispitano je kroz dva pitanja čija je raspodjela odgovora dana u tablici 1.

Tablica 1. Raspodjela odgovora o zapisivanju iskustava

Odgovor	**f (%)**	
	Prethodna iskustva postoje zapisana u	
	papirnom obliku	digitalnom obliku
ništa se ne zapisuje	5,9%	0%
samo se dio zapisuje	29,4%	29,4%
većina se zapisuje	35,3%	29,4%
sve se zapisuje	29,4%	41,2%

Po prikupljenim odgovorima vidljivo je da, kad je u pitanju digitalno arhiviranje, veliki broj poduzeća sve zapisuje. Što se tiče bilježenja u papirnom obliku, neki ispitanici tvrde kako čak više ništa na taj način ne zapisuju. Je li to u stvarnosti tako, teško je provjeriti, sama izvedivost je upitna jer poduzeća i dalje imaju zakonsku obvezu bilježenja određenih aktivnosti u papirnatom obliku. Najviše ispitanika, njih 35,3% je odgovorilo da se većina iskustava zapisuje u papirnom obliku te bi bilo zanimljivo ispitati iz kojeg područja poslovanja se najviše podataka zabilježi, a koja to područja većinom ostaju nezabilježena.
Ovi podaci nisu u skladu s prethodnim izjavama o korištenju alata za potporu odlučivanju i prognoziranju budućih kretanja jer je za očekivati kako obimno bilježenje podataka, koje ovi odgovori pokazuju, nije samodostatno i kako treba imati veću svrhu te poslužiti poduzeću u poboljšanju poslovanja.
Ispitanicima su ponuđene i dvije tvrdnje (ocjena slaganja) vezane uz podatak koliko se vlastita i tuđa iskustva koriste u procesu donošenja odluka.

Tablica 2. Prosječne ocjene za tvrdnje

Tvrdnja	**Prosječna ocjena**
Prilikom donošenja odluka, poduzeće koristi podatke o vlastitim iskustvima	3,53
Prilikom donošenja odluka, poduzeće koristi podatke o tuđim iskustvima	2,88

Kod analize ovih tvrdnji, vidljivo je da su se ispitanici držali srednjih vrijednosti, ali je znakovito napomenuti da nitko drugu tvrdnju nije ocijenio maksimalnom ocjenom (5), a i prosječna ocjena je nešto niža od sredine. Ili poduzeća jednostavno nisu sklona proučavati postupke drugih poduzeća ili nemaju dovoljne izvore informacija o poslovanju svojih konkurenata. Što se tiče tvrdnje o korištenja podataka o vlastitim iskustvima, ovakva struktura odgovora je u skladu sa

prethodnim setom pitanja te je evidentno da poduzeća zapisuju svoja iskustva te ih u nekoj mjeri koriste prilikom donošenja odluka, ali ne kroz specijalizirane CBR sustave.

5. Zaključak

Iako je Rasuđivanje temeljeno na slučajevima koncept koji je ljudima urođen, jer se prilikom donošenja odluke svjesno i nesvjesno prisjećamo prethodnih iskustava, kad je u pitanju iskustvo poduzeća na području Hercegovine, očito je da ono nije dovoljno formalizirano. Poduzeća se trude što više informatizirati svoje poslovanje što se ogleda u prisustvu modernijih tehnologija prilikom korištenja baza podataka i općenito softvera za poslovanje, ali, moglo bi se zaključiti da nisu dovoljno nadogradili na tu osnovicu, odnosno da ne iskorištavaju sve blagodati cjelovite informatizacije. Vidljiv je trud u tom pravcu jer veliki broj poduzeća ima skladišta podataka te određeni broj poduzeća ima alate za prognoziranje budućih kretanja, ali te brojke nisu dovoljno velike.
Drugi aspekt koji se mora detaljnije sagledati jest informatička pismenost djelatnika. Uzevši u obzir da su anketne listiće popunjavali djelatnici informatičkih odjela, iznenađuje njihovo nedovoljno razumijevanje stručnih pojmova i kategorija. Otvara se prostor za cijeli niz istraživanja u vezi njihove obučenosti, stručnosti, ažurnosti, u smislu praćenja novih trendova u informacijsko komunikacijskoj tehnologiji, te volji za novim znanjima i unaprjeđivanjem poslovanja korištenjem tehnologije. Koliko će se nova tehnologija koristiti u poduzeću ovisi i o upravi, odnosno osobama koje donose odluke. Je li uprava sklona novitetima u području informacijsko komunikacijskih tehnologija ili pak uvijek čeka da se neka praksa ustali u okolini kako bi je sami počeli primjenjivati uvelike diktira tijek prilagodbe procesa upravljanja podacima novim trendovima. Uplitanje informacijsko komunikacijske tehnologije u sve sfere života, kako privatnog tako i poslovnog nalaže bržu reakciju poduzeća na promjene te ono poduzeće koje odbija djelovati na taj način gubi korak u tržišnoj utrci.
Nadalje, vidljiv je nesrazmjer u opsegu podataka o prethodnim iskustvima koje se zapisuju u papirnom i digitalnom obliku prema stupnju korištenja tih istih podataka prilikom donošenja odluka. Moguće je da su ispitanici dali frizirane odgovore u vezi koliko se prethodnih iskustava zapisuje ili su pak podcijenili koliko se u biti ti podaci koriste za nove odluke ili je stanje stvarno tako kako odgovori prikazuju što opet ide u prilog tvrdnji da poduzeća imaju veoma dobru digitalnu osnovicu koju jednostavno nedovoljno utiliziraju.
Sva navedena zapažanja pružaju osnovu za daljnja istraživanja bilo sa stajališta tehnologije ili materijalnih ili ljudskih resursa.

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INVESTOR RELATIONS AS IMPORTANT FUNCTION OF PUBLIC RELATIONS IN COMMERCIAL COMPANIES AND PUBLIC ADMINISTRATION

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Sažetak
Razvoj odnosa s investitorima u trgovačkim društvima, ali i u državnim tijelima, važan je budući da su investitori i njihovi predstavnici (analitičari, bankari itd.) segment javnosti kojima se uprave društava i vlade često obraćaju. Kod društava se radi o komunikaciji s njihovim vlasnicima, a kod države priljev investicija jedan je od značajnih generatora gospodarskog rasta. U komunikaciji s investitorima koriste se svi uobičajeni kanali odnosa s javnošću, s tim da postoji pravna regulativa vezana uz objavu materijalnih činjenica društava koja su uvrštena na burzu. U sferi javne uprave, odnosi s investitorima obavljaju se kroz brojne agencije i ministarstva. U Hrvatskoj odnosi s investitorima nailaze na brojne prepreke: nedostatak prakse, literature, edukacije, svijesti menadžmenta o važnosti, slabo korištenje modernih tehnologija te mogući sukob interesa. Razvoj odnosa s investitorima u budućnosti će uključivati i prepoznavanje dva najvažnija trenda unutar ove funkcije: utjecaja tehnologije i potrebu stvaranja investicijske robne marke.

Ključne riječi: odnosi s investitorima, odnosi s javnošću, javna uprava, tehnologija, investicijska robna marka

Uvod

Odnosi s javnošću komuniciraju s grupom koja se neodređeno naziva *javnost* i koja se sastoji od raznih ljudi, a njihova specifičnost ovisi o gledištu pojedinca koji ih promatra ili klasificira.[61] Odnosi s javnošću moraju uzeti u obzir činjenicu da postoji mnogo grupa među kojima postoji određeno preklapanje. Stoga, kako bi stručnjak za odnose s javnošću mogao doprijeti do bilo koje grupe, koju sukladno svojim ciljevima dalje dijeli na podgrupe, mora upotrijebiti više različitih vrsta apela.[62] Tako je jedna od skupina s kojima će se odnosi s javnošću susresti i skupina dioničara, odnosno potencijalnih investitora, te njihovih predstavnika.[63]

U suvremenim teorijskim raspravama o odnosima s javnošću sučeljavaju se dvije pozicije.[64] Na jednoj se strani dokazuje da su odnosi s javnošću uvjeravanje, a na drugoj da su etički besprijekorno ponašanje, nošeno nastojanjem za obostranim razumijevanjem.[65] U sferi javne uprave često je zastupljen ovaj prvi pristup, međutim, na duži rok on dovodi do razilaženja u očekivanjima i trebalo bi ga izbjegavati. Autori ovog rada smatraju da u dijelu odnosa s javnošću koji se bavi odnosima s investitorima jest ili bi trebala biti dominantna ova druga pozicija, budući da se elementi uvjeravanja smatraju manje prihvatljivima ili čak nepoželjnima u komunikaciji između trgovačkog društva i njegovih dioničara.

Kada je riječ o društvima uvrštenim na burzu, način i vrijeme objave informacija važnih za dioničare može imati značajan utjecaj na formiranje cijene dionica pa je ova funkcija često strogo regulirana, i to temeljem zakona.[66] Trgovačko društvo može snositi kazne (čak i novčane) te gubitak reputacije ako se ne drži glavnih zakonitosti izvještavanja.

Davanjem točnih informacija koje omogućuju analizu rezultata i predviđanje budućnosti trgovačkog društva pomažu investitorima izgraditi realistična očekivanja.[67] Investitori i analitičari preferiraju društva koje imaju predvidljive rezultate i daju podatke na koje se mogu osloniti.[68] Jednom kada komunikacija uspostavi kredibilitet društva, povjerenje investitora u menadžment raste.[69] Jaka veza s investitorima olakšava posao u trenucima slabih rezultata.[70] Investitori prihvaćaju objašnjenja, strpljiviji su i češće zadržavaju, odnosno ne prodaju, dionice.[71]

Iz svih navedenih razloga jasno je zašto su odnosi s investitorima integralan i vrlo važan dio odnosa s javnošću. Cilj je ovog rada dati temeljne teorijske postavke jedne od funkcija odnosa s javnošću – odnosa s investitorima – te dati kratak pregled trenutne prakse obzirom da ovo područje do sada nije dovoljno istraženo u Republici Hrvatskoj.

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Odnosi s investitorima u hrvatskim društvima

Odnosi s javnošću i unutar njih odnosi s investitorima

Odnosi s investitorima strateška su funkcija korporativnog upravljanja koja kombinira discipline marketinga, financija i komunikacija kako bi trenutnim i potencijalnim investitorima osigurala točan prikaz uspjeha i mogućnosti društva.[72] Komunikacija s dioničarima, poznata pod nazivom odnosi s investitorima, postaje sve popularnija kao specijalizacija unutar profesije odnosa s javnošću. Kao njezin integralni dio, odnosi s investitorima imaju cilj osigurati pristup informacijama svim zainteresiranima, bez obzira na svrhu u koje će dobivene informacije biti korištene, putem transparentne procedure koja garantira da se informacije lako pronalaze i dobivaju.[73]

Sljedeća četiri principa na najjednostavniji i najpraktičniji način izražavaju što predstavlja dobro objavljivanje (u smislu odnosa s investitorima): 1. redovito i pravovremeno; 2. lako i široko dostupno; 3. točno i potpuno; te 4. konzistentno, relevantno i dokumentirano.[74] Pritom društva mogu zauzeti različite pristupe objavljivanju, uzevši u obzir ove principe – od opsežnog i čestog s jedne strane, do šturog i rijetkog s druge. Često je to pitanje korporativne kulture, koja pak proizlazi iz vlasničke strukture, koja određuje pristup odnosima s investitorima unutar trgovačkog društva.

Odnosi s investitorima kao svoj strateški cilj mogu definirati kreiranje investicijske robne marke, bilo u okvirima nacionalne ekonomije, grane industrije u kojoj društvo posluje ili čak u globalnom kontekstu. Primjeri koje možemo istaknuti: a) na nacionalnom nivou: HT, najlikvidnija dionica na Zagrebačkoj burzi, kojoj se pridaje imidž društva sa stabilnim poslovnim rezultatima i kontinuiranom isplatom dividende dioničarima; b) unutar grane industrije u kojoj društvo posluje: Pliva, kao vodeći proizvođač generičkih lijekova; i c) globalno: npr. Coca-cola, McDonald's, Goldman Sachs, Hilton itd., svaki sa svojim globalno prepoznatim karakteristikama.

Profesionalci u odnosima s javnošću/investitorima te rezultati njihovog rada

Prema Tenchu i Yeomans, postoje tri jednostavne kategorije mjesta gdje rade osobe u odnosima s javnošću:

a) Unutar organizacije (*in-house*) – zaposleni u organizaciji, bilo to javno ili privatno poduzeće;
b) Konzultantska kuća – agencija gdje praktičari po ugovoru rade za jednog ili više različitih klijenata;
c) Slobodni (*free-lance*) praktičar – pojedinac radi za sebe, zapošljavaju ga *in-house* odjeli ili agencije na osnovu kratkoročnih ugovora za konkretan projekt ili kao nadopunu osoblja u razdobljima povećane potražnje.[75]

Odnose s investitorima, kao podskup djelatnosti kojima se bave odnosi s javnošću, može se također organizirati na ova tri navedena načina. U hrvatskoj praksi dominira pozicioniranje ovih poslova unutar organizacije, s tim da se odnosi s investitorima često obavljaju izvan odjela posvećenog odnosima s javnošću, i to ne nužno na jednome mjestu. Takvi su i nalazi upitnika koji su proveli autori, doduše među samo pet trgovačkih društava, a koji će biti prezentirani kasnije u radu. Razlog ovakvom organizacijskom pozicioniranju još je uvijek prisutno neuvažavanje dioničarske kulture uopće, a samim time i alociranje osobe koja bi se isključivo bavila odnosima s investitorima.

Drugi način koji se u Hrvatskoj koristi jest angažiranje savjetnika, međutim, vrlo rijetko i obično u ekstremnim situacijama. Tako je npr. mađarsko društvo MOL angažirala savjetnika za odnose s javnošću u vrijeme davanja javne ponude za Inu kako bi preuzeli većinski paket dionica usprkos ugovoru sklopljenom s hrvatskom Vladom. Tom prilikom napravljen je veliki broj loših poteza glede davanja izjava u javnosti, koje su rezultirale gotovo jednogodišnjim prekidom trgovine Ininom dionicom na Zagrebačkoj burzi. Razlog je uglavnom ležao u tome da je savjete davao stručnjak izvana,[76] neupoznat sa stanjem stvari u investicijskoj i političkoj javnosti.

Treći spomenuti način organiziranja ovih poslova u slobodnog praktičara, tj. osobe koja bi se kroz nezavisno djelovanje bavila savjetovanjem u području odnosa s investitorima, ne koristi se u Hrvatskoj. Razlog ponajprije leži u činjenici što u Hrvatskoj ne postoje profilirani stručnjaci za ovo područje. U svijetu su ovakvi praktičari uobičajeni i oni se ne bave općenito odnosima s javnošću, već se fokusiraju upravo na davanje savjeta iz područja odnosa s investitorima, a postoje i studije koje proučavaju utjecaj ovako organiziranih savjetnika na vrijednost trgovačkog društva.[77] Rezultati navedenog istraživanja pokazali su da angažiranje vanjskog subjekta specijaliziranog za odnose s investitorima rezultira povećanjem medijske pokrivenosti društva, transparentnosti te praćenja društva od strane financijskih analitičara.[78]

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[72] Tyler, Lisa: *The Power of Corporate Communication: Crafting the Voice and Image of Your Business*, *The Journal of Business Communication* 41, br. 1, 2004., dostupno na: http://www.questia.com/read/1G1-112945039, str. 159.
[73] IFC, World Bank Group: *Korporativno upravljanje*, Priručnik, Beograd, 2011., str. 352.
[74] Ibidem, str. 353.
[75] Tench, Ralf; Yeomans, Liz : *Otkrivanje odnosa s javnošću*, Biblioteka Print, Hrvatska udruga za odnose s javnošću, Zagreb, 2009., str. 48.
[76] Radilo se o glasnogovorniku MOL-a koji je organizirao novinarsku konferenciju preko puta zgrade HANFE, gdje je u Inino ime oštro kritizirao poteze regulatora. Vidi više na: http://www.monitor.hr/vijesti/glasnogovornik-mol-igra-posteno-ne-kao-drugi/158881/, objavljeno 15. 12. 2010. g., 12. 05. 2014. g. 17:32.
[77] Bushee, Brian J.; Miller, Gregory S.: *Investor Relations, Firm Visibility, and Investor Following*, Wharton School library, Wharton, 2007., dostupno na: http://ssrn.com/abstract=643223 or http://dx.doi.org/10.2139/ssrn.643223 , (u daljnjem tekstu: Bushee, Miller: Investor Relations), str. 1.
[78] Loc. cit.

Također, društva su na taj način povećale udio institucionalnih investitora u svojoj vlasničkoj strukturi i, konačno, u godini nakon angažmana savjetnika, povećala se vrijednost društva, gledano kao odnos cijene i knjigovodstvene vrijednosti[79] te povrata na samu dionicu.[80]

Svi navedeni rezultati ujedno su i ključne mjere uspješnosti menadžmenta društva te je svakako činjenica da se ovim poslovima ne pridaje dovoljno važnosti u kontekstu mogućih koristi za sve ključne dionike: dioničare, kupce, zaposlenike i menadžment. Ako postoji aktivnost koja može osigurati ove rezultate, ključno je da se ona, u okviru principa rada profesionalaca u odnosima s javnošću te u užem smislu profesionalaca u odnosima s investitorima, podigne na razinu blisku upravama kako bi se iz ove povezanosti ostvario maksimalan rezultat.

Iako u raznim oblicima komunikacije trgovačka društva žele postići različite ciljeve, cilj odnosa s investitorima može se sažeti u jednoj riječi: povjerenje. Građenje povjerenja između menadžmenta društva putem funkcije odnosa s investitorima i investitora samih ključni je faktor uspjeha za pružanje prilike upravama da ostvare svoje dugoročne ciljeve.

Dilenschneider[81] navodi ključne faktore uspjeha i principe rada odnosa s investitorima:

- jasno formuliranje vrijednosti koju trgovačko društvo stvara;
- formuliranje ključnih poruka koje se zatim koriste u internoj i eksternoj komunikaciji;
- formuliranje odgovora na makroekonomske faktore koji radikalno mijenjaju ulogu odnosa s investitorima;
- **stvaranje investicijske robne marke društva postaje ključna misija odnosa s investitorima;**[82]
- svijest da društva mogu i moraju kontrolirati svoje poruke.[83]

Odnosi s investitorima i pitanje sukoba interesa

Pri bavljenju poslom odnosa s investitorima bitno je kontinuirano voditi brigu o potencijalnom sukobu interesa dioničara, menadžmenta i kreditora. Sukob interesa situacija je u kojoj interesi jedne značajne skupine za trgovačko društvo, na primjer dioničara, nisu u skladu s interesima menadžmenta. Tako, primjerice, ako upravi ističe mandat u skorije vrijeme, a potrebno je objaviti neku vijest koja može negativno utjecati na vrijednosti dionica društva, svakako će u interesu uprave biti da se ovakva objava odgodi koliko je god to moguće, nakon njihovog ponovnog imenovanja, iako je po pravilima struke potrebno ovakvu informaciju objaviti bez odgode. O ovoj je temi jedan od najvećih autoriteta u području korporativne teorije Michael C. Jansen napisao djelo: *A Theory of the Firm* u kojem identificira različite oblike sukoba interesa između dioničara i menadžmenta.[84] Ovdje je potrebno napomenuti da je Jansen definirao nekoliko mjera kojim se ovaj sukob interesa može umanjiti, a među njima je najpoznatija isplata bonusa menadžmentu u obliku dionica, budući da na taj način zauzimaju obje uloge i u svojem radu moraju pomiriti ova dva polariteta.[85]

Kreiranje investicijske robne marke u komercijalnom okruženju, uz upotrebu modernih komunikacijskih tehnologija

Kao jedno od ključnih pitanja odnosa s investitorima, kao uostalom i odnosa s javnošću u cjelini, postavlja se pitanje izgradnje identiteta i imidža društva prema investicijskoj javnosti. U tu svrhu koriste se razne komunikacijske metode, a cilj im je steći imidž pouzdanosti i dosljednosti u komunikaciji sa svojim dioničarima i drugim zainteresiranim stranama. Uz klasične komunikacijske kanale kao što su novine, financijski analitičari koji prate kretanje dionice nekog društva i skupštine dioničara, sve veći utjecaj na poslove odnosa s investitorima imaju nove tehnologije i komunikacija s investitora putem internetskih konferencija uživo (*webcast*), internetskih stranica, platforme za odnose s investitorima, korištenje društvenih mreža i sl.[86]

Sustavnim i dugoročnim korištenjem ispravnih komunikacijskih sredstava društva mogu doći od formiranja imidža do formiranja ugleda. Možemo reći da je ugled u financijskoj zajednici krajnji cilj djelovanja funkcije odnosa s investitorima unutar društava. Neki autori idu tako daleko da tvrde kako su odnosi s investitorima izvor stvaranja vrijednosti i njenog rasta u 21. stoljeću i to na način da su u stanju pretvoriti trgovačko društvo u investicijsku robnu marku.[87]

Na kraju je važno napomenuti da će, zbog velikih promjena na globalnim financijskim tržištima i u trgovačkim društvima čiji dug i dionice na njima kotiraju, funkcija odnosa s investitorima biti sve zahtjevnija u budućnosti.[88]

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[79] *Price-to-Book Ratio*, kratica P/B, odnos cijene dionice i vrijednosti dioničke glavnice u knjigama po dionici.
[80] Bushee, Miller: *Investor Relations*, loc. cit.
[81] Dilenschneider, Robert, L., *The AMA Handbook of Public Relations,* American Management Association, New York, 2010., (u daljnjem tekstu: Dilenschneider*: The AMA Handbook of Public Relations*), str. 156.
[82] Istaknuto označavanje op. aut.
[83] Dilenschneider*: The AMA Handbook of Public Relations,* loc. cit.
[84] Jensen, Michael, C.: *A Theory of the Firm, Governance, Residual Claims and Organizational forms*, Harvard University Press, 2003., str. 83.
[85] Ibidem, str. 140.
[86] Dilenschneider*: The AMA Handbook of Public* Relations, str. 149.
[87] Ibidem, str. 151.
[88] Ibidem, str. 144.

Rezultati istraživanja o organizacijskom pozicioniranju odnosa s javnošću i investitorima unutar odabranih hrvatskih društava

Provedena je anketa putem internetskog anketnog alata *Survey planet* tijekom studenoga 2013. godine. U anketi je sudjelovalo pet društava: Hrvatski telekom, Atlantic Grupa, Ina, Ledo i Ericsson Nikola Tesla. Ova su društva izabrana zbog njihove vrlo aktivne uloge na području odnosa s investitorima te činjenice da se nalaze u najvišem segmentu uređenog tržišta u Republici Hrvatskoj – Službenom tržištu, dok se u slučaju jednog društva – Ericsson Nikole Tesle – društvo pridržava pravila najvišeg segmenta po razini transparentnosti, međutim, zbog politike „kompanije majke" formalno nije u ovom segmentu. Cilj ovog kratkog istraživanja bio je utvrditi na koji je način organizirana poslovna jedinica zadužena za odnose s investitorima unutar trgovačkih društava.

Tablica 1: Rezultati upitnika o organizacijskom pozicioniranju odjela za odnose s investitorima u odabranim hrvatskim društvima

Pitanje/Društvo	Hrvatski telekom	Atlantic Grupa	Ina	Ledo	Ericsson Nikola Tesla
1. Postoji li u Vašem društvu org. jedinica koja se bavi OSJ-om?	Da	Da	Da	Da	Da
2. Koje funkcije pokriva djelokrug rada org. jedinice koja se bavi OSJ-om? [89]	– Unutarnje komunikacije – Javni poslovi – **Odnosi s inv.** – Odnosi sa zajednicom – Mark. komunik.	– Unutarnje komunikacije	– Unutarnje komunikacije – Javni poslovi – Mark. komunik.	– Odnosi sa zajednicom – Marketinške komunikacije	– Unutarnje komunikacije – Javni poslovi – **Odnosi s inv.** – Odnosi sa zajednicom
3. Postoji li osoba dedicirana za funkciju odnosa s investitorima?	Da	Da	Da	Da	Da
4. Kome odgovara osoba dedicirana za odnose s investitorima?	Direktoru OSJ-a	Direktoru financija	Direktoru financija	Predsjedniku Uprave	Predsjedniku Uprave
5. Smatrate li da je funkcija Odnosa s investitorima adekvatno organizacijski pozicionirana? (skala 1=NE, 10=DA)	10	9	8	10	10
6. Smatrate li da funkcija Odnosa s investitorima ima podršku i uključenost uprave društva?	10	8	10	10	8

Radi se o pristranom uzorku koji može služiti samo kao ilustracija. Naime, kratka anketa provedena je u pet hrvatskih društava koje su u javnosti prepoznate kao vrlo dobri komunikatori s investicijskom javnosti pa predstavljaju više iznimku nego pravilo u hrvatskoj praksi.

Bitno je primijetiti da svih pet ispitanika ističe kako postoji dedicirana osoba za odnose s investitorima, dok se njeno organizacijsko pozicioniranje razlikuje od društva do društva. Budući da se radi o društvima koje uživaju ugled u načinu na koji komuniciraju s investitorima, možemo to povezati s činjenicom da imaju osobu dediciranu za ove poslove, što u najvećem broju ostalih trgovačkih društava nije slučaj. Odmah je također vidljivo da ta osoba samo u jednom primjeru

[89] Popis funkcija prema Tomić, Zoran: *Odnosi s javnošću*, Synopsis, Zagreb – Sarajevo, 2008., str. 194.

odgovara direktoru odnosa s javnošću. Iako šira anketa nije provedena, prema podacima dostupnima autorima ovog rada,[90] slična je situacija i u drugim hrvatskim društvima.

Naime, odnosi s investitorima smatraju se više financijskom funkcijom pa se zaposlenik umjesto u odnose s investitorima stavlja u odjel financija ili pak odgovara direktno predsjedniku uprave. Smještanje unutar funkcije financija obično govori o inzistiranju na objavi i objašnjavanju financijskih izvještaja, dok je stvaranje investicijske robne marke putem raznih komunikacijskih kanala u tom slučaju zanemareno. Također, vidljivo je da ispitanici imaju nešto niže ocjene zadovoljstva ovakvim organizacijskim pozicioniranjem unutar trgovačkog društva. Ovo spajanje odnosa s javnošću i financijskih profesionalaca u poslovima odnosa s investitorima imalo je, prema autoru Penningu u radu *Vrijednost odnosa s javnošću u odnosima s investitorima*, nekoliko posljedica: jedna je od njih ta da su se profesionalci koji potječu iz područja odnosa s javnošću morali dugo i teško dokazivati u djelokrugu poslova koji se tiču odnosa s investitorima. Predsjednici uprava obično ne percipiraju odnose s investitorima kao dio odnosa s javnošću, a kada to i jest tako, vide je više kao tehničku nego upravljačku funkciju.[91]

Iako se može činiti da direktna odgovornost predsjedniku uprave govori o važnosti ove funkcije unutar trgovačkog društva, ako uzmemo u obzir ono što je rečeno o potencijalnom sukobu interesa u kojem se zaposlenik odgovoran za odnose s investitorima može naći, vidljivo je da je pozicioniranje unutar odnosa s javnošću puno bolje rješenje.

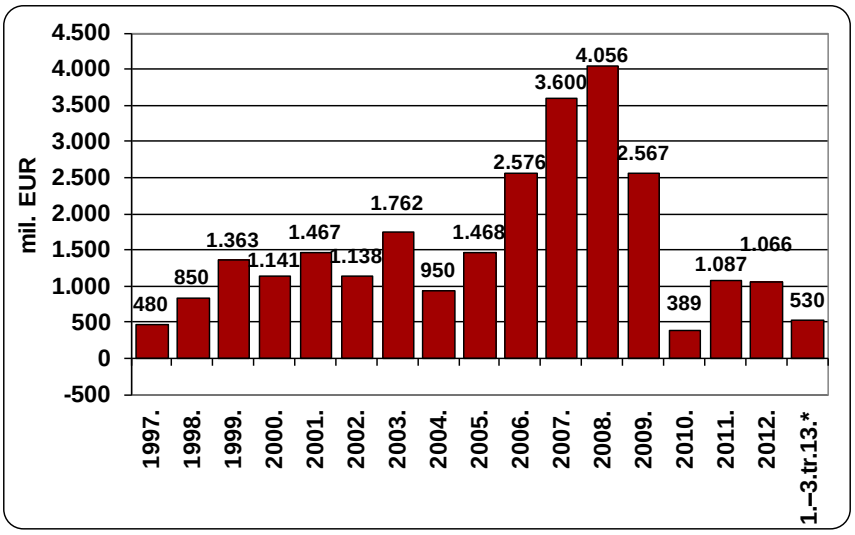
I iz ove inicijalne ankete vidljivo je da je dublje istraživanje organizacijskog aspekta odnosa s investitorima u hrvatskim društvima potrebno, a svakako bi pritom trebalo istraživanje proširiti i na metode rada, kvalitetu odnosa i rezultate ove funkcije.

Odnosi s investitorima u javnoj upravi

5.1. Direktne strane investicije kao istaknuti cilj ekonomske politike

Postoji velik broj radova na temu utjecaja direktnih stranih investicija na rast bruto društvenog proizvoda. Naglašava se da investitori u stranu državu generalno ulažu zbog niže cijene rada i veće efikasnosti, ali da je ključan faktor pripremljenost lokalne infrastrukture i raspoloživih radnika kako bi se ostvarili multiplikativni efekti svake strane investicije – kroz edukaciju, kooperante itd. Ne čudi stoga da je privlačenje stranih investicija jedan od stupova programa svake vlade, pa tako i hrvatske. U razdoblju od 2009. do 2013. godine hrvatska ekonomija ostvaruje negativne stope rasta, mjereno porastom bruto društvenog proizvoda. Iz tog razloga jedna od ključnih poruka aktualne koalicijske Vlade[92] jest potreba povećanja investicija koje bi trebale poslužiti kao generator oporavka i budućeg rasta ekonomije.

Grafički prikaz 1: Direktne strane investicije u Republici Hrvatskoj 1997. – 2013.



Izvor: HNB, periodičke publikacije, 1. kvartal 2014., www.hnb.hr

Od 2008. godine, kada je zabilježeno više od 4 milijarde eura direktnih stranih investicija u hrvatsko gospodarstvo (te je godine ujedno obilježena posljednja godina ekonomskog rasta), zamjetan je trend pada ovog pokazatelja. U 2013. godini (podaci svega za tri kvartala) ostvarena je tek 1/8 onoga što je investirano u 2008. godini. Iako podaci za cijelu 2013. godinu još nisu dostupni, može se očekivati da će strane direktne investicije na razini godine iznositi manje od 1 milijarde eura, što tek 1/4 ostvarenog u 2008. godini. Iz ovih podataka, kao i činjenice da je ulaganje

[90] HANFA, Zagrebačka burza i SKDD svake godine organiziraju edukaciju za osobe zadužene za odnose s investitorima za sva društva uvrštene na Zagrebačku burzu, na kojoj se vodi evidencija o prisutnim osoba i nazivima njihovih radnih mjesta.

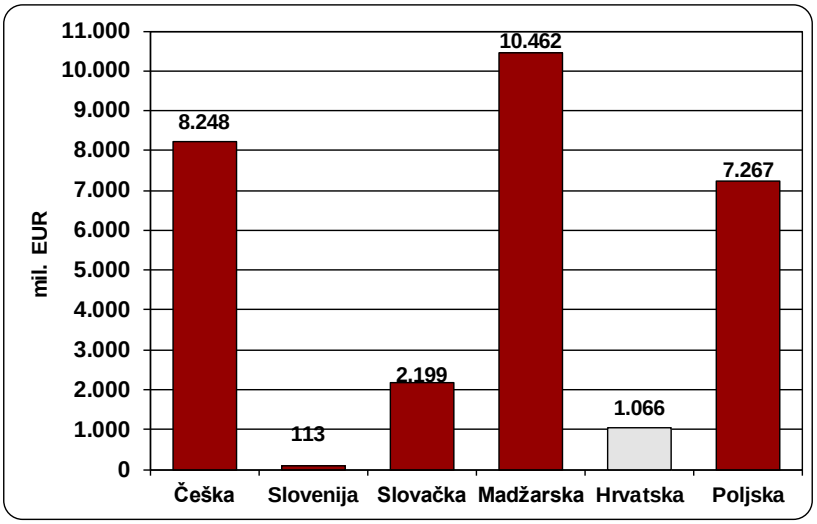
[91] Penning, Timothy: *The Value of Public Relations in Investor Relations: Individual Investors' Preferred Information Types, Qualities, and Sources*; *Journalism and Mass Communication Quarterly 88*, br. 3, 2011., dostupno na: http://www.questia.com/read/1P3-2509448101.

[92] Vlada s premijerom Zoranom Milanovićem na čelu, formirana nakon parlamentarnih izbora u prosincu 2011. godine.

u hrvatsko gospodarstvo daleko manje nego u druga gospodarstva Srednjoistočne Europe (Mađarska, Češka, Poljska), vidljivo je da Hrvatska nije ostvarila nikakve pozitivne efekte od očekivanog ulaska u Europsku uniju, ili pak samog ulaska 1. srpnja 2013. godine.

Činjenica je da većinu ostvarenih investicija čini zapravo kupnja postojećih trgovačkih društava – najbolji primjeri gotovo su u cijelosti privatiziran bankarski sektor, zatim prodaja Plive, Ine itd. Vrlo je mali broj pravih *greenfield*[93] investicija, odnosno izgradnja potpuno novih pogona, nekretnina ili osnivanja novih društava. Bitno je razlikovati ova dva vida direktnih stranih investicija budući da ovaj potonji kreira nova radna mjesta, dok prvi uglavnom vodi restrukturiranju i povećanju efikasnosti te u konačnosti rezultira smanjenjem broja radnih mjesta.

Grafički prikaz 2: Prikaz usporedivih zemalja sa razinom direktnih stranih investicija (FDI) u 2012. godini



U Hrvatskoj postoji vrlo velik broj državnih tijela, po nekim procjenama više od trideset, koja se na različite načine bave brigom u ulaganjima. Autori ovog rada posjetili su te polustandardiziranim intervjuom ispitali predstavnike triju tijela: odjela za investicije pri Ministarstvu poduzetništva i obrta, Agencije za investicije i konkurentnost (u daljnjem tekstu: AIK) te Agencije za razvoj Varaždinske županije (u daljnjem tekstu: AZRA). Na ovaj način pristupilo se ispitivanju trenutne situacije iz razloga što je povijest odnosa s investitorima u Hrvatskoj obilježena manjkom kontinuiteta u djelovanju tijela javne uprave koja se bave privlačenjem investicija.

Naime, do 2008. godine u Hrvatskoj djeluje Agencija za promicanje investicija i ulaganja (u daljnjem tekstu: APIU). Nakon provođenja sveobuhvatnog projekta financiranog iz pristupnih fondova Europske unije CARDS i IPA, te od strane USAID-a, komunikacija s investitorima spušta se, možemo reći, na nižu razinu javne uprave, odnosno na razinu regija. Kako u Hrvatskoj postoji čak dvadeset županija, pojedine od njih dale su različitu važnost ovim agencijama pa su i rezultati u smislu privlačenja investitora različiti. APIU, koji je djelovao u razdoblju od 2003. do 2010. godine kao tijelo koje se centralno brinulo o potencijalnim investitorima, prestalo je s radom. Nakon formiranja Vlade u prosincu 2011. godine i definiranjem investicija kao ključnog pokretača rasta u padajućoj ekonomiji, centralne uloge u procesu komunikacije s investitorima dobivaju AIK[94] i Hrvatska agencija za malo gospodarstvo (u daljnjem tekstu: HAMAG), s time da je AIK novoosnovan i fokusiran na velike strane kompanije koje dolaze u Hrvatsku, a HAMAG dobiva nova područja djelovanja i fokusira se na manje investitore. Kao kriterij razlikovanja malih od velikih investitora uzima se veličina prihoda društva koje investira, bez obzira na samu veličinu investicije.

Kako su problemi u motiviranju stranih investitora za investiranje u Hrvatsku evidentni u proteklih pet godina, Vlada je na različite načine pokušala promijeniti pristup i komunikaciju s njima. Na formalnoj razini postoji veliki broj tijela državne uprave koja komuniciraju s potencijalnim investitorima. U idućem paragrafu razmotrit ćemo osnovne komunikacijske kanale i strategije Vlade.

[93] Engl. pojam koji se koristi za potpuno nove investicije, odnosno *od livade.*
[94] AIK djeluje tek nešto više od godine dana u trenutku pisanja ovog rada, odnosno počeo je s radom početkom 2013. godine.

5.2. Kanali komunikacije javne uprave s investitorima

Upravljanje državom uključuje konstantnu razmjenu informacija i komuniciranje postupaka, ideja i odluka između onih koji vladaju i onih kojima se vlada.[95]

Termin *komunikacija javne uprave* često se koristi samo u kontekstu najviših nivoa državne vlasti. Međutim, potrebno je uzeti u obzir i institucije osnovane od strane vlade koje rade na nacionalnom, regionalnom i lokalnom nivou.[96] Investitori se, naime, u realizaciji svojih poslovnih poduhvata susreću s raznim nivoima vlasti. Snažna podrška na najvišem nivou često ne može riješiti operativne probleme koje investitori imaju s lokalnim vlastima. Dobar je primjer dolazak švedske IKEE u Hrvatsku, koji je svakako bio podržan od visoke politike, međutim, na nivou rješavanja prilaznih putova i infrastrukture, IKEA je razgovarala sa lokalnim vlastima u Rugvici, maloj općini pored Zagreba, u kojoj dotada nije bilo značajnijih investicija, a kamoli ovako velike, ne samo za općinu, već i za cijelu Hrvatsku. Prema navodima sugovornika iz AIK-a, razlog za sporo odvijanje projekta leži u činjenici da je IKEA kupila poljoprivredno zemljište bez prilaznog puta, a ne u sporosti administracije. U medijima su uglavnom naglašavani negativni aspekti ovog projekta i forsirana je teorija o sporom i teškom ulasku na hrvatsko tržište, dok je sasvim nepoznata činjenica da je plan IKEE oduvijek bio da se centar otvori 2014. godine, što će se u konačnici i ostvariti.

U AIK-u naglašavaju da određeni dio problema strani investitori uzrokuju sami, a kasnije koriste medije kako bi prikazali svoju situaciju drugačijom nešto što jest. Poznati su primjeri investitora koji primjerice kupe zemljište koje nije predviđeno za gradnju, a nakon toga rade medijski pritisak da se zemljište prenamijeni i omogući im se stjecanje zemlje po niskim cijenama.

Postavlja se pitanje na koji način država može učiniti efikasnim provođenje investicije od same ideje do konačne realizacije. Jedna od mogućih i potrebnih mjera jest izmjena postojeće regulative koja otežava pristup investitorima. Primjerice, AIK je u osamnaest mjeseci svojeg djelovanja predložio čak 280 izmjena postojeće regulative potrebnih da bi se olakšalo investiranje, od kojih je usvojeno njih 180. Osim toga, stvoren je zakonodavni okvir koji je potreban da bi se okruženje učinilo investicijski atraktivnim. Međutim, veliki izazov koji i dalje stoji pred hrvatskim društvom jest ubrzati sudske postupke, a sve u cilju povećanja pravne sigurnosti kako svih građana, tako i potencijalnih investitora kojima je efikasno sudstvo preduvjet zdravog poslovanja. U AIK-u i Ministarstvu poduzetništva ističu i potrebu da porezni sustav države bude stabilan i da ne podliježe čestim promjenama. Navodi se već spominjani primjer Irske, koja je izdala *deklaraciju o nepromjenjivosti poreza*, koju su prihvatile i pozicija i opozicija, a sve u cilju povećanja stabilnosti sustava u koji investitori dolaze, ali i osiguranja kontinuiteta koji svakako nedostaje. Podsjetimo se, u razdoblju od 2009. do 2014. porezna politika u Hrvatskoj mijenjana je nekoliko puta – navedimo samo neke od primjera: uvođenje pa ukidanje kriznog poreza, višekratne promjene u stopi poreza na dodanu vrijednost, uvođenje oporezivanja dividendi, smanjenje stope doprinosa u svrhu povećanja efikasnosti rada u Hrvatskoj te kratko nakon toga vraćanje ove stope na stare razine, stalne najave uvođenja poreza na nekretnine itd.

Ono što prema navodima sugovornika hrvatska država ima jest razvijen sustav potpora, međutim, ističe se i da su potpore samo jedan od faktora kod donošenja odluke o investiranju, dok su primarni faktori stabilnost poreznog sustava, pravna sigurnost i dostupnost radne snage potrebnih kvalifikacija.

Način na koji vlast strukturira svoju sveukupnu komunikaciju, pa tako i onu sa stranim investitorima, uvelike je određen ključnim dimenzijama koje razlikuju javnu od privatne organizacije:

1. Manja otvorenost tržišnoj utakmici, s manje brige za smanjenje troškova i preferencije svojih korisnika;
2. Veća izloženost kontrolama i oku javnosti;
3. Veća kompleksnost sustava od onih u privatnom sektoru.[97]

Budući da komunikacija javne uprave balansira sa značajnom kompleksnosti u smislu ciljeva, potreba, publike, definicija i resursa,[98] jasno je da nešto što može zvučati kao jednostavan cilj privlačenja stranih investicija u stvarnosti kreira mnoštvo pokušaja koje je teško realizirati uz otpore prema promjenama na koje nailaze.

Struktura i organizacija komunikacije javne uprave kompleksna je i višeslojna. U zemlji u kojoj nasušno nedostaje stranih investicija, svi u javnoj upravi, pa čak i premijer, osjećaju se pozvanima da direktno razgovaraju s potencijalnim investitorima. Loši ostvareni rezultati u ovom polju, početkom 2014., dakle na polovici mandata vlade izabrane 2011. godine, rezultirali su osnivanjem radne grupe u kojoj se nalaze sami ministri, koji trebaju pružati podršku u provođenju velikih investicija. Mišljenje je autora ovog rada da je Vlada ovim potezom poslala poruku kako postojeće strukture nisu dizajnirane na način da optimalno servisiraju potencijalne investitore. Teško je očekivati da će osobna angažiranost nekoliko ministara sama po sebi dovesti do značajnijih pomaka u zabrinjavajuće niskim iznosima direktnih stranih investicija. Dosada zabilježeni rezultati brojnih tijela kojima su investicije područje rada mogu se, osim u poraznim brojkama direktnih stranih investicija, vidjeti u nezavisnim komercijalnim i nekomercijalnim istraživanjima, primjeri kojih će se analizirati u daljnjem tekstu.

U AIK-u navode da postoje četiri standardna kanala komunikacije s potencijalnim investitorima:

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[95] Canel, Maria, Jose; Sanders, Karen: *Government Communication: An Emerging Field in Political Communication Research, The SAGE Handbook of political communication*, 2013., str. 85.
[96] Ibidem.
[97] Ibidem, str. 86.
[98] Ibidem.

1. **Komunikacija putem elektroničkih medija**, odnosno *awarness building*.[99] Dobar primjer ovakve komunikacije jest Makedonija, koja je odlučila aktivno komunicirati svoju *flat tax rate* strategiju.[100] Osim što je u ovaj oblik komunikacije potrebno uložiti značajna financijska sredstva, za što prema riječima AIK-a nema prostora u financijskim sredstvima koja su im stavljena na raspolaganje, potrebno je definirati i što je *proizvod koji prodajemo* odnosno koja je investicijska robna marka države.
2. **Ciljano oglašavanje u odabranim specijaliziranim tiskanim medijima** kao što su *Wall Street Journal* ili *The Economist*. Cilj ovakvog oglašavanja jest obraćanje užoj ciljanoj skupini – vodećim ljudima najvećih svjetskih trgovačkih društava. Iako se ovakvo oglašavanje odnosi na relativno manji broj ljudi nego u prethodnom primjeru komunikacije putem elektroničkih medija, radi se o također puno skupljoj metodi. Hrvatska niti ovom obliku komunikacije nije alocirala značajnija sredstva.
3. **Velike investitorske konferencije** standardno su mjesto susreta velikih međunarodnih investitora, međutim, prikaz zemlje kao destinacije na npr. sajmu MIPIM[101] stoji više od 100,000 eura, u što također do sada nisu ulagana sredstva.
4. ***Jedan-na-jedan*** **sastanci i mali forumi** najjeftiniji su, ali i neefikasan način komunikacije s investitorima budući da traže vrlo velik broj zaposlenika i nisu primjereni za privlačenje novih investitora. Tako npr. AIK, sa 40 zaposlenika, prati ukupno 100 investicijskih projekata, a u 2013. godini mogao je održati svega 500 sastanaka pa je velik broj potencijalnih investitora ostao bez aktivne podrške organa državne uprave. Važno je, naime, reći da oko 50% novih investicija potječe upravo od tvrtki koje su već investirale u Hrvatsku i bitan su dio investicijske javnosti, no *jedan-na-jedan* sastanci uglavnom su prilagođeni njima, dok je drugih 50% ovom metodom uglavnom zanemareno.

Ono što se također često zanemaruje jest investicijska klima i iskustva investitora koji su već investirali u Hrvatsku. Naime, slučaj kupnje Ine od strane mađarskog MOL-a, gdje prijeti poništavanje čitavog ugovora budući da je sklopljen temeljem počinjenja kaznenog djela davanja mita te je za predsjednikom Uprave MOL-a izdana međunarodna tjeralica, donio je Hrvatskoj vrlo značajnu štetu u percepciji investicijske javnosti o sigurnosti ulaganja. Oklijevanje u rješavanju ovog pitanja, a osobito komunikacijska strategija zastrašivanja koja se koristi, ne ulijeva povjerenje da je javna uprava u Hrvatskoj svjesna šireg konteksta od rješavanja pitanja s MOL-om. Potrebno je da u komunikacijskoj strategiji dominiraju pozitivni primjeri te da se Hrvatska po njima ističe u međunarodnoj javnosti. Komunikacijski napori javne uprave ponajprije su potrebni da bi se ispravila slika o Hrvatskoj kao *problematičnoj* destinaciji za ulaganje, a nakon toga treba sustavno raditi na konceptu investicijske robne marke u kontekstu države.

Vlada koja je počela s mandatom u prosincu 2011. godine također je ukinula korištenje stručnjaka za odnose s javnošću u tijelima državne uprave. Iz istraživanja se može zaključiti da se osjeća manjak ovih stručnjaka te da tijela koja trebaju komunicirati s investitorima nemaju sustavan pristup kanalima i načinu komunikacije.

5.3. Hrvatska kao investicijska robna marka

Komunikacijska strategija države transferira se u koncept robne marke u dvije dimenzije. Jedna je emocija i pojam vezan uz investicijsku robnu marku države, a drugi je korištenje investicijske robne marke kako bi se poimanje robne marke same države transferiralo u robnu marku pojedinog proizvoda.

Aspekt izgradnje investicijske robne marke, o kojem je bilo govora u dijelu rada o komunikaciji u privatnim kompanijama, koristi se i u komunikacijskim strategijama pojedinih država. Npr. na spomen Njemačke javlja se pojam efikasnost, Japana – vrlo visoke produktivnosti, Kine – niske cijene rada, Švedske – visokih tehnoloških dostignuća i inovativnosti, Amerike – liberalne politike prema ulagačima. Za sve navedene zemlje postoje elaborirani primjeri koje bi svakako trebalo dublje istražiti. Za Hrvatsku je osobito važno saznati u kakvom je svjetlu vide strani investitori i koje su karakteristike koje atribuiraju našem gospodarstvu, a koje su bitne za donošenje investicijske odluke. Do sada su u oglašavanje Hrvatske utrošeni značajnija sredstva jedino u kontekstu turističke destinacije, a određeni uspjesi postignuti su i u području sporta, međutim, prilike za investicije u ova područja vrlo su limitirane, tako da i bez dubljeg istraživanja možemo reći da je za kreiranje hrvatske investicijske robne marke učinjeno vrlo malo ili ništa.

Međunarodna konzultantska kuća Bloom Consulting već deset godina koristi vlastitu metodologiju kako bi rangirala sve zemlje svijeta prema njihovoj investicijskoj robnoj marki.[102] Dimenzije koje se ocjenjuju su iznos i stopa rasta direktnih stranih investicija, bitni elementi investicijske robne marke koju su investitori pretraživali na internetskim stranicama, ocjena bitnih elemenata u pojedinoj državi te kvaliteta i posjećenost službenih IPA[103] stranica države. SAD drže prvo mjesto globalno po ovoj metodologiji, a zanimljivo je da je među najboljih 25 zemalja svijeta čak 12 europskih. Najviše rangirana među njima je Velika Britanija. Hrvatska je globalno na 81. mjestu, a u Europi je 29. od 40

[99] Engl. građenje svjesnosti.
[100] Engl. jedinstvena stopa poreza; naime, kako bi se pojednostavila situacija za investitore, određena je jedinstvena stopa raznih poreznih davanja: poreza na dohodak, poreza na dodanu vrijednost i poreza na dobit od 10%.
[101] Franc. *Le marché international des professionnels de l'immobilier* – Međunarodni sajam profesionalaca koji investiraju u nekretnine, koji se održava svakog ožujka u Cannesu.
[102] http://www.bloom-consulting.com/sites/default/files/files/Bloom_Consulting_Country_Brand_Ranking_Trade_2013.pdf, preuzeto dana 12. 05. 2014. 18:04.
[103] IPA – Investment Promotion Agency, agencija za promicanje investicija

rangiranih zemalja. Ova analiza daje vrlo dobar prikaz stvarnog stanja i percepcije Hrvatske kao investicijske robne marke u širem kontekstu.

U razgovorima sa zaposlenicima AIK-a saznajemo da jasne definicije hrvatske robne marke nema, iako se uglavnom fokusiramo na *radno intenzivne djelatnosti sa srednjim stupnjem kompleksnosti i dodane vrijednosti*. Jednostavnim rječnikom rečeno, radi se o prerađivačkoj proizvodnji.

Hrvatsku se zbog geografske pozicije često pogrešno svrstava u red zemalja s niskom cijenom rada. Ovo, međutim, nije slučaj, ali se niti ne ističe kao naša komparativna prednost ili investicijska robna marka države. U AIK-u navode da nam fokus na prerađivačku industriju omogućava da cijena rada nije jedini faktor koji utječe na odluku kad je rad u pitanju već se u kontekst stavljaju cijena, kvaliteta i dostupnost radne snage. Iako u Hrvatskoj imamo jednu od najviših stopa nezaposlenosti na svijetu, istraživanja o anketnoj nezaposlenosti i stvarna situacija na tržištu rada pokazuju da Hrvatska pati od problema strukturalne nezaposlenosti, odnosno velikog broja deficitarnih zanimanja koja su rezultat nesustavnog pristupa određivanju kvota upisa u srednje škole i na fakultete.

Prema svemu navedenom, investicijska konkurentnost podrazumijeva tri osnovne komponente:

1. Konkurentnost temeljena na potporama/poticajima za ulaganje;
2. Konkurentnost temeljena na jasnim pravilima;
3. Konkurentnost temeljena na strateškim odrednicama politike poticanja ulaganja.[104]

Analizirajući razinu hrvatske investicijske konkurentnosti, može se zaključiti da Hrvatska prilično dobro stoji po pitanju potpora/poticaja za ulaganje. Što se tiče jasnih pravila, tu postoje veliki problemi, kako po pitanju efikasnosti sudstva, tako i po pitanju evidentno prevelikog broja jedinica lokalne samouprave, što državu na nižim razinama čini krajnje disfunkcionalnom. Jačanje konkurentnosti temeljene na strateškim odrednicama politike poticanja ulaganja stavlja pred vladu nužnost ozbiljnog angažmana u stvaranju robne marke države.

Kao dobar primjer stvaranja investicijske robne marke države u AIK-u se navodi Irska izvozna agencija, koja je tijekom 1980-ih dovela vrlo veliki broj investitora u Irsku. Osim atraktivne porezne politike, potpisana je povelja svih stranaka – i pozicije, i opozicije – da garantiraju stranim investitorima nepromijenjenost porezne politike. Uz to, sustavno se radilo na pristupu ciljanim trgovačkim društvima u informatičkom i visokotehnološkom sektoru, što je u konačnici rezultiralo premještanjem sjedišta velikih korporacija u Irsku te stvaranjem jasno prepoznatljive irske investicijske robne marke.

Transferiranje robne marke države u robnu marku proizvoda također je prisutno i može koristiti proizvođačima proizvoda ili pružateljima usluga. Naime, robne marke često se stapaju u svijesti globalnog potrošača. Tako Mercedes evocira njemačku inženjersku preciznost. Hermes predstavlja francuski elan i stil, dok Sony predstavlja japansku genijalnost i *zen* jednostavnost. Ekstremniji primjer korištenja ove strategije jest sladoled Häagen-Dazs, koji je izgradio mističnost oko svojeg *skandinavskog* imena, iako je kompanija locirana u New Jerseyju, SAD.[105] Kako i Hrvatskoj nemamo definiranu investicijsku robnu marku, ne nalazimo niti primjere transferiranja iste u pojedine proizvode. Kao jedan od uspješnih pokušaja bila je proizvodnja prehrambenih proizvoda obilježenih mediteranskim podnebljem pod nazivom SMS. Nažalost, ovo trgovačko društvo je u pokušaju da se internacionalizira kroz suradnju s Podravkom bila upletena u aferu *Spice*[106] te je završila u stečaju.

Zaključno, stvaranje investicijske robne marke države trebao bi biti jedan od prioriteta svake vlade jer iskustva pokazuju da je jasno određivanje smjera ključno za alokaciju uvijek nedostatnih resursa na područje u kojoj zemlja zaista i ima komparativne prednosti što omogućuje primjenu efikasnijih komunikacijskih strategija za pozicioniranje države na svjetskoj investicijskoj sceni. Također, korištenje tehnologije i digitalnog oglašavanja je povoljnije, ali zahtijeva jasno definirane i kratke poruke, što je bez određivanja investicijske robne marke države teško ostvarivo Uz koristi za samu državu u vidu direktnih stranih investicija, na ovaj način može se ostvariti dodana vrijednost za sva trgovačka društva koje iz neke zemlje potječu, u vidu pridavanja karakteristika investicijske robne marke zemlje individualnom proizvodu trgovačkog društva, što je područje na kojem hrvatska društva do sada nisu mogle ništa napraviti jednostavno stoga što investicijska robna marka države nije definirana.

Zaključak

U ekonomijama vezanim uz najrazvijenija tržišta kapitala, kao što su to Sjedinjene Američke države ili Njemačka, visoko je razvijena svijest o važnosti komunikacije s investitorima, kako na nivou države, tako i na nivou pojedinog trgovačkog društva. Vidljiva je sve veća posvećenost društava ovoj aktivnosti budući da aktivna i uspješna komunikacija s investitorima osigurava dugoročan menadžment i ostvarenje strateških ciljeva društva. Na području javne uprave, koja je investirala povijesno visoku razinu poticaja kako bi potaknula američku ekonomiju nakon krize 2008. godine, također se vidi veliki napredak u komunikaciji s investitorima, a mjere koje se provode, kao npr. davanje državljanstva

[104] Ljubančić, Sani: K*omparativna analiza sustava poticanja izravnih ulaganja u Republici Hrvatskoj i Europskoj uniji*, Ekonomski fakultet Sveučilišta u Zagrebu, Zagreb, 2012., str. 68.
[105] Martin, Dick: *Rebuilding Brand America: What We Must Do to Restore Our Reputation and Safeguard the Future of American Business Abroad*, AMACOM, New York, 2007., dostupno na: http://www.questia.com/read/120701754, str. 103.
[106] Engl. začin – pojam se odnosi na kodno ime istrage vođene protiv Uprave Podravke koja je novcem tvrtke pokušala preuzeti većinski udio u kompaniji. Epilog je sudski proces koji se 2014. godine još uvijek vodi.

investitorima koji investiraju više od 20 milijuna američkih dolara u Sjedinjene Američke Države, dovoljno govore o posvećenosti ovom cilju.

U Hrvatskoj, nažalost, nailazimo na suprotnu situaciju. Nedostatak edukacije i literature iz ovog područja pridonio je situaciji da se o komunikaciji s investitorima vrlo malo govori, iako se svi načelno slažu da bi više stranih investicija bilo dobro za ekonomiju koja se već pet godina nalazi u recesiji. Nedostatak smjera u razvoju komunikacijske strategije u vidu jasno definirane investicijske robne marke države dovelo je u značajnoj mjeri do rasipanja resursa zbog stalnog mijenjanja smjera i načina komunikacije s investitorima.

Iskustva Zagrebačke burze, kao jedinog organiziranog tržišta kapitala u Republici Hrvatskoj, pokazuju slabu zainteresiranost većine društava uvrštenih na burzu da sustavno i profesionalno komuniciraju sa svojim vlasnicima i njihovim predstavnicima. Ubrzano pristupanje razvijenijim tržištima, prvenstveno kroz zahtjevnu regulativu u ovom području, što je donijela harmonizacija propisa sa Europskom unijom, donijet će i u nas potrebu da se znanja iz ovog područja proširuju i implementiraju u najvećoj mogućoj mjeri. Ovom manjku znanja potrebno je dodati ubrzani proces promjena koji se odvija u odnosima s investitorima na već zrelim tržištima. Također, treba uzeti u obzir da je u Hrvatskoj još veći broj društava koje nisu uvrštene na burzu pa je nedostatak regulative i prakse uzrok tim gorem stanju u odnosu s njihovim vlasnicima.

Naime, u budućnosti postoje dvije ključne promjene koje će utjecati na funkciju odnosa s investitorima: razvoj tehnologije i kreiranje investicijske robne marke. Tehnologija je značajno ubrzala komunikaciju između odnosa s investitorima i javnosti te je učinila neposrednom, a započelo je i korištenje računalnih platformi za obavljanje ove funkcije, koje proizvode brojna trgovačka društva. Komuniciranje se sve više prenosi u sferu digitalnog pa je svaki trag komunikacije trajan, a prostori za pogreške vrlo mali budući da odmah dolaze u javnost. Područje investicijske robne marke zahtijeva od odnosa s investitorima da *ispričaju investicijsku priču*, opišu jakosti društva i njezinog menadžmenta te način na koji se investicija u vlastito trgovačko društvo više isplati od alternativnog ulaganja postojećim i potencijalnim investitorima.[107]

Korištenje tehnologije i stvaranje investicijske marke moguće je primijeniti i na razini države. Način na koji treba tretirati strane investitore na državnoj razini temelji se na svim postulatima komunikacije s investitorima na razini kompanije: točno, pravovremeno, dosljedno, istinito, sustavno. Ovaj je zadatak za tijela državne uprave time veći jer se radi o organizacijama koje su manje otvorene tržišnoj utakmici, više izložene kontroli i oku javnosti te balansiraju mnogobrojne interese.

Sve ovo ipak nije razlog da izostane pristup javne uprave na način kako to čine privatna društva u procesu privlačenja i zadržavanja investitora. Uz nepobitnu činjenicu da je hrvatskoj ekonomiji potreban rast koji se može potaknuti direktnim stranim investicijama, ne treba smetnuti s uma da stvaranje investicijske robne marke nije korisno samo za državu već i za društva koje u toj državi posluju, a iz snage investicijske robne marke mogu crpiti snagu za širi plasman svojih proizvoda ili usluga.

Potrebno je kontinuirano korištenje komunikacijskih kanala koji državi stoje na raspolaganju kako bi se investicijskoj javnosti komunicirale ključne poruke u vidu definiranih strateških ciljeva, stabilnosti sustava u koji se ulaže te mjera koje država daje onima koji se odluče za investicije. Uspješnost ovog procesa uvelike ovisi o funkcionalnosti tijela državne uprave te se upravo u tom smislu može zamijetiti zrelost ili nezrelost neke države i njenog političkog sustava. Također, prepoznavanje svojih prednosti i nedostataka na razini jedne države znači i spremnost na kontinuirano podizanje ukupne konkurentnosti, što je osnova za razvijanje kvalitetne komunikacijske strategije.

Formuliranje i komuniciranje investicijske robne marke države dugoročna je strategija, međutim, pomaci na ljestvici investicijske konkurentnosti mogu biti i nagli ako država točno identificira svoje komparativne prednosti u odnosu na ostale te ih ispravno komunicira putem novih komunikacijskih kanala, poduprtih novim tehnologijama, kako bi stvorila državnu investicijsku robnu marku.

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IMPACT OF PUBLIC RELATIONS ON THE PROCESS OF PURCHASE DECISION

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Abstract
The aim of this paper is to report primary changes in the market concerning public relations and atmosphere in stores. This study examines the impact of public relations and various dimensions (factors) of the atmosphere on creation (formation) of the purchase decision. The aims of study were: determine in which way the atmosphere affects the purchase decision; research and specify which kind of atmosphere at the sale point positively influences the purchase decision; research and specify the level of consumer's satisfaction with the atmosphere in the store. The sample of 200 buyers was chosen on the basis of geographical zone of sampling procedure in Bosnia and Herzegovina. Results show that in most dimensions (factors) creation (formation) of the atmosphere in the store influences significantly on the purchase decision. Furthermore, many dimensions (factors) of the atmosphere were found that affect significantly differently on the purchase decision. The results of this research may be of particular interest to those who organized retail stores.

Keywords: public relations, market research, atmosphere in stores, purchase decision, customer's satisfaction.

1. Uvod

Usprkos raširenosti i sveprisutnosti prodaje i danas nailazimo na mnoge nepoznanice, pogrešna shvaćanja i nerazumijevanja prodaje. Vlada netočno mišljenje da je prodaja zanimanje o kome je sve poznato, da se prodajom može baviti svatko tko ima što prodati, da se uspješnim prodavačem postaje rođenjem.
Sve ovo doprinosi prebacivanju iz prodaje dvadesetog stoljeća "prodaje proizvoda i usluga", u model dvadeset i prvog stoljeća, model u kojem se prodavači fokusiraju na povećanje produktivnosti kupca. Piercy kategorizira ovu promjenu kao pojavu strateške prodajne organizacije, gdje prodaja konvergira s marketingom kako bi uzela veći strateški značaj u organizaciji.
Međutim, umijeće prodajnog osoblja i primijenjene strategije i tehnike prodaje nisu jedini čimbenici koji uvjetuju da li će doći do prodaje ili ne. Sve više, točnije danas već neizbježno je za organizaciju je usavršavanje znanja, odnosno primjene *odnosa s javnošću koji predstavljaju svaki oblik planiranog komuniciranja, unutarnjeg i vanjskog, poslovne organizacije i javnosti s nakanom postizanja specifičnih ciljeva koje se tiču njihova uzajamnog razumijevanja.* Jasno nam je da to nije dovoljno za uspješno poslovanje, valja uzeti u obzir da je Kotler još 1973. godine je prvi obratio pažnju na temu stvaranja atmosfere u prodavaonici. Svoje stavove o tome da atmosfera u prodavaonici utječe na ponašanje kupca je iznio u časopisu Journal of Retailing, definirajući atmosferu u prodavaonici kao svjesno dizajniranje prostora na takav način da stvori specifične utjecaje na kupce i klijente. Isprepletenost navedenoga kroz rad i istraživački dio dovelo je do zanimljivih zaključaka.
U osnovi imidža leži veoma jednostavna istina: ciljeve koje pred sobom imamo, bilo kao pojedinci ili kao poduzeća, lakše ćemo ostvariti ako imamo podršku, razumijevanje i povjerenje javnosti, nego ako je javnost prema nama ravnodušna ili neprijateljski orijentirana. Poduzeće će biti cjenjenije i vrjednije kad je osim svijesti o njemu ili poznavanja, izražajnija diferencijacija, relevantnost i posebnost, ali iznad svega emocionalna povezanost.

2. Odnosi s javnošću i atmosfera i njihov utjecaj na proces donošenja odluke o kupnji

Odnosi s javnošću su proces strateškog komuniciranja koji gradi uzajamno korisne odnose između organizacija i njihovih javnosti, a po mnogim autorima fokusiraju se na formiranje i održavanje pozitivnog ili poboljšanje lošeg imidža u javnosti. Odnosi s javnošću ne predstavljaju izravnu promociju konkretnog proizvoda ili usluge, već prije svega promociju marke odnosno poduzeća, prema tome oni su nam potrebni da kupca "privučeno", ali da bih ga zadržali i naveli na kupnju što i jeste krajnji cilj, atmosfera u prodajnom objektu je ključan instrument. U nastavku ćemo nešto reći o atmosferi.
U procesima ostvarivanja konkurentske prednosti i težine njenog ostvarivanja na bazi asortimana, cijena, promocije i lokacije, prodajni objekt predstavlja dobru priliku za tržišno komuniciranje.
Atmosfera je fizička manipulacija maloprodaje za promjenu raspoloženja kupaca. Stvaranje pozitivne atmosfere potiče kupce da ostanu u maloprodaji dulje i da potroše više novca nego što su namjeravali. Pošto su sva naša čula uključena i pošto je cijeli psihološki aparat aktiviran (sjećanja, maštanja, percepcije, strahovi) u toku "šopinga", onda nije iznenađujuće da veliki broj elemenata mogu utjecati na kupovnu aktivnost u jednom prodajnom objektu, među inim su i: glazba, otiskane oznake, izgled maloprodaje – higijena, rasvjeta, temperatura, mirisi, zakrčeni prolazi, prostor oko kase, korpe i kolica, promotivne aktivnosti i dizajn.
Glazba.
Glazba u pozadini je čimbenik koji utječe na kupnju. Glazbom se može pobuditi složena reakcija u pogledu ponašanja potrošača. Ona može utjecati na to koliko će se dugo kupci zadržati maloprodaji i na to koliko kupuju. Istraživanja pokazuju da kupci u maloprodaji provode više vremena i više kupuju ako je u pozadini lagana i spora glazba. Preglasna, neodgovarajuća glazba ili nekvalitetan zvuk neće imati dobar uticaj na doživljaj kupovine, pogotovo za segment starijih potrošača. Međutim, treba napomenuti da neke kompanije kojima su "target" mlađi kupci namjerno simuliraju "diskouvjete" jer je to imidž brendova koje prodaju. Zato je odabir glazbene pozadine u prodajnom prostoru jednako bitan element kao i skupocjeni namještaj, ljubazno osoblje ili atraktivna lokacija. [108]
Vesela glazba puna ritma, koja ujedno utječe i na proizvodnju serotonina, tzv. enzima sreće. Povećana razina serotonina utječe na osjećaj sreće i sigurnosti, što pak utječe na donošenje odluka o kupnji.
Otiskane oznake.
U novoj eri tehnologije, nema izgovora za rukom pisane oznake za cijene, akcijska sniženja i drugo. Potpuno je jednostavno napraviti ih na kompjuteru i otiskati. Otiskane oznake djeluju profesionalnije, dok one sa jedva čitljivim rukopisom mogu odbiti kupce i djelovati uvrjedljivo.
Izgled maloprodaje – higijena.

108 http://www.she.hr/kad-glazba-potakne-kupnju (20.12.2012.)

Točno je, nezgode se dešavaju. Međutim, kupci ne moraju da ih vide. Prljave podne obloge, fleke na podu ili neugledan plafon mogu utjecati na "gubljenje" kupaca. Savjet je da pranje, brisanje i usisavanje budu aktivnosti koje se redovno obavljaju. Unajmljivanje profesionalaca je najbolja opcija kada je poliranje poda u pitanju.

Rasvjeta.

Dobro osvijetljena maloprodaja ne daje samo preglednost prostoru, nego čini maloprodaju prepoznatljivom već na prvi pogled i uvelike utječe na prodaju proizvoda jer uočljiv proizvod brže nalazi kupca.

Jakost rasvjete. Kod osvjetljavanja maloprodaje se sve veća pažnja posvećuje vizualnom utisku. Osvijetljen proizvod biva brže opažen, privlačniji i lakše se pamti. Standard jakosti osvjetljenja se promijenio s nekadašnjih 350 Lx na 1000 do 1200 Lx. Maloprodaje prehrambenim proizvodima zahtijevaju jasnu i ravnomjerno raspoređenu svjetlost. Nepoželjan je nepravilan raspored između svjetiljki različitih jakosti jer bi u tom slučaju odnos između svjetla i sjena onemogućio jasan pregled ponuđenih proizvoda. Posebnu pozornost zahtijevaju ulazni i izložbeni prostori. Dnevna svjetlost po vedrom danu je puno jača od unutrašnje, pa je stoga potrebno jače osvijetliti te prostore.

Boja rasvjete. Sama boja ne utječe na uočljivost osvijetljenog proizvoda, nego na mogućnost uočavanja kontrasta i stupanj pozornosti. Ima psihološki učinak na percepciju i time pomaže prodavati proizvod.

Temperatura rasvjete. Za maloprodaje samoposluživanja poželjna je bijela rasvjeta koja se po temperaturi približava dnevnoj rasvjeti. Doduše, bijela ima velik spektar boja: od najtoplijih rumenih do najhladnijih modrih. Stupanj hladnoće, odnosno topline u izvoru svjetlosti mjeri se svjetlosnom temperaturom u stupnjevima kelvina. Što je viša vrijednost, to je boja hladnija. Temperatura dnevne svjetlosti je 6000K, a obične žarulje je 2700K. U maloprodaji prehrambenih proizvoda je optimalna srednja temperatura boje oko 3500K.

Zamijenimo pregorjele sijalice u najkraćem mogućem roku. Uvjerimo se da su svi dijelovi objekta u koje kupci imaju pristup dobro osvijetljeni, te pri tom nemojmo izgubiti iz vida mušterije sa oslabljenim ili lošim vidom.

Temperatura.

U maloprodajnim objektima temperatura treba biti ugodna za kupovinu, što znači da ne smije biti ni prehladno ni prevruće, bilo koja krajnost kupca će istjerati iz maloprodaje i ubrzati njegovu kupnju, pa čak je vrlo lako moguće da se u nju više nikada i ne vrati.

Mirisi.

Prisutnost određenih mirisa u radnji je razumljiva, a neki od njih čak mogu biti prijatni za kupčevo čulo mirisa - kao što su miris tek ispečenog kruha, gotove hrane i sl. S druge strane, svi neprijatni mirisi bi trebali biti neutralizirani. Studija mirisa i kako oni utječu na kupovne navike je tek početak, međutim, mi već znamo jednu stvar-ako dućan miriše loše, kupci neće kupovati dugo!

Zakrčeni prolazi.

Kupci vole da imaju širi izbor, ali ne i ukoliko to znači manje komfora pri obavljanju kupovine, radnja treba da bude tako dizajnirana i organizirana da osigurava dovoljno prostora između polica. Gužve će uvijek dovesti do negativnih shopping iskustva, te do toga da će se kupci osjećati loše i zbog toga će naći način da provedu što manje vremena u maloprodaji, također, prolazi ne smiju biti zakrčeni kutijama sa robom. Kupac se ne treba osjećati skučeno.

Prostor oko kase.

Gomila tek pristigle robe, naljepnica za cijene i neuredan radni prostor iza kase također mogu na kupce djelovati odbojno. Ovaj prostor, gdje se odvijaju financijske transakcije sa mušterijama, nikako ne bih trebale djelovati neorganizirano. Osim toga, neuredna kasa ostavlja više prostora za krađu, ili previd.

Korpe i kolica.

Možda format prodavaonice ne zahtjeva kolica za kupovinu, ali neka vrsta korpe u koju se mogu odložiti željeni artikli je neophodna. Ukoliko se nadamo da će kupac u maloprodaji kupiti više od jednog artikla, moramo osigurati dovoljno korpi i kolica.[109]

Promotivne aktivnosti.

Tu su zatim promotivne aktivnosti koje uključuju stimulaciju za impulsnu kupnju kao što su popusti, darovi kupcima, nagrade i sl. za koje kupac ne zna unaprijed, kako bi se kod njega stvorio efekt ugodnog iznenađenja. Promotivne ponude, kao što centi-off prodaje ili 2-za-cijena-u-1, ponuditi će ekonomski poticaj kupnje.

Osoblje maloprodaje.

Nužno je da osoblje maloprodaje bude ljubazno i uslužno, pritom ne suviše nametljivo, ali uvijek se cijeni kada se osoblje nalazi u blizini i spremno je pomoći.

Boje.

Boja je ona koja čini prostor atraktivnim i u cijeloj priči one imaju vrlo snažnu ulogu,u jednoj mjeri utječu na naše odluke, dojmove, raspoloženje, atmosferu - iako pritom nismo svjesni. Boja znači različite stvari različitim kulturama, te maloprodaje (ili web stranica) moraju imati puno razumijevanje oko boja i njihova značenja. U SAD-crvene je boje energije i često se koristi kako bi stimulirala apetit, gdje je kao plava je smirujuća boja. Svaka boja može stvoriti

109 www.vibilia.rs (02.09.2012)

pozitivan, ali i neželjen efekt - primjerice, crna boja o pojedincu može reći da je elegantan i sofisticiran, ali isto tako i da je nedostupan ili rezerviran. Crvena pak znači toplinu i otvorenost osobe koja je nosi, čini je privlačnijom i poželjnijom jer je to, također, i boja strasti i požude, no isto tako može simbolizirati agresivnost, napadnost i želju za pažnjom.

Prodajni raspored.

Prodajni raspored (engl. *layout)* određuje kako će ukupni prodajni prostor da se podjeli u specifične prodajne cjeline i na taj način i izgled maloprodaje. To je također "master"plan na koji će se ostali elementi dizajna dodati.

Dizajn.

Dizajn prodavaonice mora da pomiri dva zahtjeva - da potrošač doživi pozitivno iskustvo prilikom kupovine i da trgovac ostvari optimalni (ili povećani) obujam prodaje i profita uz istovremeno optimalno iskorištenje raspoloživog prodajnog prostora (operacionu efikasnost). Kada je ta usklađenost zahtjeva maloprodavatelja i kupca postignuta, to je znak da postoji podudarnost dizajna. Dizajn maloprodaje se odvija u suradnji arhitekata i merčendajzera koji dobro poznaju zajednički zadatak i ciljeve, kao i zahtjeve druge strane.

Prezentacija je jedan od najkreativnijih poslova, iskusni bi se prodavač trebao stalno prilagođavati novim tehnološkim mogućnostima, novim proizvodima u asortimanu i novim kategorijama kupaca. Povećanje prodaje izvan prodajnog objekta, načinima kao što su na primjer Internet i televizija, primoralo je trgovce da revidiraju ulogu prodajnog prostora.

3. Metodologija istraživanja

Istraživanje je provedeno u 10 trgovačkih centara na području grada Mostara tijekom studenog 2012. godine na prigodnom uzorku. Obuhvatilo je 200 ispitanika.

Korišten je anketni upitnik koji je pored sociodemografskih pitanja (spol, dob, stručna sprema, mjesečni prihod, trenutno zanimanje) sadržavao i tri seta tvrdnji:

1) set tvrdnji o važnosti pojedinih faktora atmosfere koji mogu utjecati na donošenje odluka,
2) set tvrdnji o iritantnim faktorima u prodavaonici,
3) set tvrdnji kojim se istraživao stav ispitanika o njihovoj omiljenoj prodavaonici.

Za ocjenu tvrdnji je korištena Likertova petostupanjska ljestvica sa sljedećim značenjem ocjena: 1 – uopće se ne slažem; 2 – više se ne slažem nego slažem; 3 – niti se slažem niti se ne slažem; 4 – više se slažem nego ne slažem; 5 – u potpunosti se slažem.

Za obradu podataka je korišten program SPSS for Windows 17.0. Rezultati su iskazani apsolutnim i relativnim (%) frekvencijama, a stavovi o navedenim tvrdnjama su iskazani aritmetičkom sredinom (M) i standardnom devijacijom (SD). Postojanje statistički značajne razlike u stavovima s obzirom na spol ispitanika je testirano t-testom za nezavisne uzorke. Postojanje statistički značajne razlike u stavovima s obzirom na dob i primanja ispitanika je testirano analizom varijance (ANOVA). Razina značajnosti $p=0,05$. P vrijednosti koje se nisu mogla iskazati do tri decimalna mjesta su iskazane kao $p<0,001$

4. Rezultati

4.1. Karakteristike uzorka

Istraživanje ja obuhvatilo 40 (20%) muškaraca i 160 (80%) žena. Dobna struktura ispitanika je varirala do 18 godine do 75. Većina ispitanika je mlađa od 44 godine, njih 71% s tim da u navedenoj skupini prevladavaju ispitanici mlađi od 34 godine što navodi na zaključak da je uzorak prema dobnoj strukturi relativno mlad. Ostali ispitanici su stariji od 45 godina, većinom imaju između 45 i 64 godina (26,5%) dok je starijih od 65 godina bilo samo 2,5% ispitanika. S obzirom da se radi o mlađoj populaciji bilo je i za pretpostaviti da je većina ispitanika s obzirom na stupanj završene škole ili na razini srednje škole ili ima završeno visoko obrazovanja (fakultet). Navedene kategorije čine 84,5% uzorka. Samo 5% ispitanika ima završenu tek osnovnu školu, dok ih je 10,5% ima titulu magistra ili doktora znanosti. Što se tiče visine mjesečnih primanja ispitanika, generalan je zaključak da su ispitanici prosječnih primanja. Samo 11,5% ispitanika navodi da im mjesečna primanja prelaze 1351 KM. Skoro polovina ispitanika ima primanja između 351 i 1050 KM dok nešto manje od četvrtine ispitanika mjesečno raspolaže s manje od 350 KM. S obzirom na raspodjelu ispitanika prema visini primanja moglo se pretpostaviti da je većina ispitanika zaposlena, što je i pokazala analiza ispitanika prema trenutnom statusu. Zaposleno je 65% ispitanika. Obrazuje se (studira ili pohađa srednju školu) 19% ispitanika. Uzorak je obuhvatio 10,5% nezaposlenih ispitanika te 4,5% umirovljenika. Samo 1% ispitanika se izjasnilo kao poduzetnik/ica.

4.2. Analiza stavova ispitanika o faktorima utjecaja na donošenje odluka o kupnji

Prosječne ocjene faktora značajnih za donošenje odluke o kupovini u cijelom uzorku te prema spolu ispitanika su prikazane u tablici 1.

Tablica 1. Ocjene faktora utjecaja na donošenje odluka o kupnji prema spolu ispitanika

Faktori	**M±SD (N=200)**			**p***
	Svi	**Muškarci**	**Žene**	
atmosfera u prodajnom objektu	3,7±1,2	3,4±1,2	3,7±1,2	0,188
vanjski izgled prodajnog objekta	3,1±1,3	3,2±1,3	3,1±1,3	0,789
osiguran parking kao dio vanjske atmosfere prodajnog objekta	3,5±1,4	3,3±1,4	3,6±1,5	0,351
zaposleno osoblje, osobito prodavači	3,8±1,3	3,7±1,1	3,8±1,3	0,551
urednost prodajnog objekta	4,2±1,1	3,9±1,1	4,3±1,0	**0,023**
uredno otiskane cijene proizvoda	3,9±1,2	3,6±1,3	4,0±1,2	0,065
pregledno izloženi i lako dostupni proizvodi	4,1±1,0	3,7±1,0	4,2±1,0	**0,008**
temperatura u prodajnom objektu	3,5±1,3	3,5±1,3	3,6±1,2	0,735
osvjetljenje prodajnog objekta	3,5±1,2	3,4±1,1	3,6±1,2	0,390
gužva u prodajnom objektu	3,5±1,3	3,3±1,3	3,5±1,4	0,356
širina prolaza unutar prodajnog objekta	3,2±1,3	3,0±1,2	3,2±1,4	0,346
miris unutar prodajnog objekta	3,9±1,1	3,6±1,3	4,0±1,1	0,087
razina buke u prodajnom objektu	3,4±1,3	3,2±1,3	3,5±1,3	0,263
vrijeme čekanja u redu na blagajni	3,7±1,2	3,6±1,4	3,8±1,2	0,331
mogućnost kartičnog plaćanja u prodavaonici	3,6±1,5	3,4±1,6	3,7±1,4	0,205

M – aritmetička sredina; SD – standardna devijacija; *t-test za nezavisne uzorke
Izvor: Rezultati empirijsko istraživanje

Prema rezultatima iz tablice 1 se može zaključiti da je najvažniji faktor koji utječe na donošenje odluka o kupnji „*urednost prodajnog objekta*“ (M=4,2). Drugi faktor po važnosti se tiče činjenice jesu li proizvodi pregledno izloženi i lako dostupni. Treće mjesto dijele faktori „*miris unutar prodajnog objekta*“ i „*uredno otiskane cijene proizvoda*“, a u stopu ih slijedi faktori „*zaposleno osoblje, osobito prodavači*“ i „*vrijeme čekanja u redu na blagajni*“. Sve navedene tvrdnje imaju relativno visoke ocjene to ukazuje na zaključak da su javo važni potencijalnim kupcima i da značajno mogu utjecati na njihove odluke o kupnji. Najmanje utjecajni faktori su „*vanjski izgled prodajnog osoblja*“ (M=3,1) i „*širina prolaza unutar prodajnog objekta*“ (M=3,2).
Osim prosječnih ocjena faktora atmosfere koji utječu na donošenje odluka o kupovini za cijeli uzorak, analiza je napravljena i usporedbom prema spolu. Opće mišljenje ja da su većinom žene više vizualni tipovi koji obraćaju pažnju na kojekakve sitnice, a navedeno su pokazali i rezultati. Zanimljivo je primijetiti da su žene imale bolje prosječne ocjene od muškaraca za sve faktora, osim za faktor „*vanjski izgled prodajnog objekta*“. Navedeni faktor su muškarci neznatno bolje ocijenili nego žene te se može zaključiti da je prvi dojam taj koji će utjecati hoće li muškarac ući u prodavaonicu ili ne. Ukoliko on ne uđe, unutarnje uređenje je u potpunosti nebitno i ne može na njega utjecati. Što se tiče statistički značajnih razlika u stavovima između muškaraca i žena utvrđeno je da ona postoji za faktore „*urednost prodajnog objekta*“ (p=0,023) i „*pregledno izloženi i lako dostupni proizvodi*“ (p=0,008). Navedene faktore su žene bolje ocijenile, njihov prosjek je veći od 4 dok je kod muškaraca manji od 4 to navodi na zaključak da navedeni faktori više utječu na žene i one će se pod njihovim utjecajem prije odlučiti hoće li kupovati u prodavaonici ili ne.

Prosječne ocjene faktora značajnih za donošenje odluke o kupovini prema dobi ispitanika su prikazane u tablici 2.

Tablica 2. Ocjene faktora utjecaja na donošenje odluka o kupnji prema dobi ispitanika

Faktori	**Dob (godine) M±SD (n=200)**				**p***
	-24	**25-34**	**35-44**	**45+**	
atmosfera u prodajnom objektu	3,3±1,3	3,7±1,2	3,4±1,3	4,1±1,0	**0,005**
vanjski izgled prodajnog objekta	3,1±1,3	3,2±1,4	2,7±1,3	3,3±1,2	0,142
osiguran parking kao dio vanjske atmosfere prodajnog objekta	3,0±1,5	3,6±1,4	3,5±1,4	3,9±1,3	**0,007**
zaposleno osoblje, osobito prodavači	3,6±1,3	3,8±1,2	3,4±1,4	4,1±1,2	**0,033**

urednost prodajnog objekta	4,1±1,2	4,2±1,0	4,2±1,0	4,3±1,0	0,717
uredno otiskane cijene proizvoda	3,6±1,3	4,0±1,2	3,6±1,3	4,3±0,9	**0,006**
pregledno izloženi i lako dostupni proizvodi	4,1±1,0	4,2±0,9	3,8±1,2	4,2±1,0	0,412
temperatura u prodajnom objektu	3,2±1,2	3,4±1,2	3,3±1,3	4,1±1,2	**0,001**
osvjetljenje prodajnog objekta	3,3±1,2	3,3±1,3	3,2±1,1	4,1±0,9	**<0,001**
gužva u prodajnom objektu	3,5±1,3	3,5±1,3	3,3±1,4	3,6±1,3	0,651
širina prolaza unutar prodajnog objekta	3,1±1,3	3,2±1,2	2,7±1,4	3,5±1,3	**0,040**
miris unutar prodajnog objekta	3,8±1,0	3,9±1,2	3,7±1,3	4,1±1,0	0,260
razina buke u prodajnom objektu	3,3±1,3	3,2±1,2	3,2±1,3	3,9±1,1	**0,006**
vrijeme čekanja u redu na blagajni	3,7±1,2	3,6±1,3	3,7±1,3	3,9±1,2	0,695
mogućnost kartičnog plaćanja u prodavaonici	2,9±1,5	3,9±1,3	3,7±1,4	3,9±1,4	**<0,001**

M – aritmetička sredina; SD – standardna devijacija; *ANOVA
Izvor: Rezultati empirijsko istraživanje

Rezultati analize razlika u stavovima ispitanika različite dobi su pokazali da o većini faktora ispitanici različite dobi imaju i različito mišljenje. Tako se pokazalo da su svi ponuđeni faktori važniji ispitanicima starijima od 45 godina u odnosu na mlađe ispitanike - za sve faktore su kod ovih ispitanika utvrđene najviše ocjene. Što se tiče najmanje važnosti, odnosno najnižih prosječnih ocjena one su za dio tvrdnji utvrđena kod ispitanika mlađih od 24 godini, a za dio kod ispitanika iz dobne skupine 35-44. Tako je su mladim ispitanicima manje važni atmosfera u prodajnom objektu, vanjski izgled, osiguran parking, urednost i temperatura u objektu, istaknutost cijena te mogućnost kartičnog plaćanja. Oni su, navedene faktore, niže ocijenili od ostalih skupina ispitanika. Najniže ocjene za faktore osvjetljenje, miris prostora, širina prolaza, razina buke i sl. su utvrđene kod ispitanika iz dobne skupine 35-44.

Prosječne ocjene faktora značajnih za donošenje odluke o kupovini prema visini mjesečnih primanjima ispitanika su prikazane u tablici 3.

Tablica 3. Ocjene faktora utjecaja na donošenje odluka o kupnji prema visini mjesečnih primanja ispitanika

Faktori	**Mjesečna primanja (KM) M±SD (n=200)**				**p***
	-350	**351-700**	**701-1050**	**1051+**	
atmosfera u prodajnom objektu	3,3±1,3	3,5±1,5	3,8±1,1	3,9±1,1	**0,040**
vanjski izgled prodajnog objekta	3,2±1,3	2,7±1,5	3,2±1,2	3,3±1,3	0,144
osiguran parking kao dio vanjske atmosfere prodajnog objekta	3,2±1,6	3,4±1,5	3,5±1,4	3,8±1,3	0,199
zaposleno osoblje, osobito prodavači	3,7±1,4	3,6±1,4	3,8±1,2	3,9±1,2	0,689
urednost prodajnog objekta	4,1±1,2	3,9±1,3	4,2±0,9	4,4±0,7	0,081
uredno otiskane cijene proizvoda	3,8±1,2	3,7±1,4	4,1±1,0	4,0±1,1	0,272
pregledno izloženi i lako dostupni proizvodi	4,0±1,0	4,0±1,1	4,2±0,9	4,0±1,0	0,630
temperatura u prodajnom objektu	3,1±1,3	3,7±1,3	3,8±1,1	3,5±1,3	0,073
osvjetljenje prodajnog objekta	3,4±1,3	3,4±1,3	3,9±1,0	3,3±1,2	**0,050**
gužva u prodajnom objektu	3,3±1,4	2,9±1,5	3,8±1,1	3,7±1,3	**0,001**
širina prolaza unutar prodajnog objekta	3,1±1,4	2,8±1,4	3,6±1,0	3,1±1,3	**0,009**
miris unutar prodajnog objekta	3,8±1,1	3,7±1,2	4,1±0,9	3,9±1,2	0,366
razina buke u prodajnom objektu	3,2±1,4	3,1±1,4	3,7±1,0	3,6±1,2	**0,039**
vrijeme čekanja u redu na blagajni	3,3±1,3	3,8±1,3	3,7±1,0	4,0±1,2	**0,043**
mogućnost kartičnog plaćanja u prodavaonici	2,6±1,4	3,4±1,6	4,0±1,1	4,2±1,2	**<0,001**

M – aritmetička sredina; SD – standardna devijacija; *ANOVA
Izvor: Rezultati empirijsko istraživanje

Što se tiče razlike u važnosti faktora za donošenje odluke o kupnji između ispitanika različite visine mjesečnih primanja, statistički značajna razlika je utvrđena kod sljedećih faktora: atmosfera, osvjetljenje, gužva, širina prolaza, razina buke,

vrijeme čekanja na blagajni te mogućnost kartičnog plaćanja. Detaljnija analiza prosječnih ocjena navedenih faktora je pokazala kako su isti važniji ispitanicima s višim primanjima, dok im ispitanici nižih primanja pridaju manje važnosti. Kod ostalih faktora statistički značajna razlika nije utvrđena, ali je uočena slična tendencija ocjenjivanja važnosti faktora za donošenje odluka o kupnji.

4.3. Analiza stavova ispitanika o iritantnim faktorima u prodavaonici

Zastupljenost negativnih faktora odnosno faktora koji u prodavaonici iritiraju ispitanika kako za sve ispitanika tako i prema spolu je prikazana u tablici 4.

Tablica 4. Raspodjela ispitanika prema iritantnosti faktora i spolu

U prodavaonici Vas iritira	**Broj odgovora (%)***		
	Svi (n=200)	**Muškarci (n=40)**	**Žene (n=160)**
neljubaznost osoblja	162 (81,0)	28 (70,0)	134 (83,8)
nestručnost osoblja	100 (50,0)	19 (47,5)	81 (50,6)
visoke cijene	64 (32,0)	13 (32,5)	51 (31,9)
radno vrijeme	16 (8,0)	8 (20,0)	8 (5,0)
velika gužva u prodavaonici	47 (23,5)	11 (27,5)	36 (22,5)
čekanje u redu na blagajni	83 (41,5)	17 (42,5)	66 (41,3)
premalo prodavača	64 (32,0)	7 (17,5)	57 (35,6)

* višestruki odgovori

Od 200 ispitanika njih 81% je kao iritantan faktor navelo neljubaznost osoblja. Na drugom mjestu je nestručnost osoblja koji je navela polovina ispitanika. Zatim slijedi čekanje u redu na blagajni koje je iritantno za 41,5%. Po 32% ispitanika iritantnim smatra činjenicu da prodavaonica ima premalo prodavača, te visoke cijene. Zanimljivo je primijetiti da je velika gužva u prodavaonici tek na predzadnjem mjestu s 23,5% ispitanika. Radno vrijeme prodavaonice je najmanje iritantan faktor, ne odgovora samo 8% ispitanika. Osim navedenih karakteristika ispitanici su imali ponuđenu i opciju nešto drugo uz molbu da navedu te druge razloge. Samo jedan ispitanik je birao odgovor nešto drugo te naveo neurednost osoblja. Što se tiče stavova žena i muškaraca promatranih zasebno, pokazalo se da je poredak pojedinih iritantnih faktora dosta sličan kao i u cijelom uzorku. I jednima i drugima je najiritantnije neljubazno osoblje, ljuti ih nestručnost osoblja i ne vole čekati u redovima na blagajnama. Ono što je zamjetno je da je više muškaraca nego žena navelo da ih smeta radno vrijeme prodavaonice, dok ženama više smeta nedovoljan broj prodavača.

Zastupljenost negativnih faktora odnosno faktora koji u prodavaonici iritiraju ispitanika prema dobi je prikazana u tablici 5.

Tablica 5. Raspodjela ispitanika prema iritantnosti faktora i dobi

U prodavaonici Vas iritira	**Broj odgovora (%)***			
	-24 (n=51)	**25-34 (n=52)**	**35-44 (n=39)**	**45+ (n=58)**
neljubaznost osoblja	42 (82,4)	44 (84,6)	30 (76,9)	46 (79,3)
nestručnost osoblja	25 (49)	21 (40,4)	20 (51,3)	34 (58,6)
visoke cijene	23 (45,1)	12 (23,1)	9 (23,1)	20 (34,5)
radno vrijeme	3 (5,9)	5 (9,6)	3 (7,7)	5 (8,6)
velika gužva u prodavaonici	11 (21,6)	11 (21,2)	9 (23,1)	16 (27,6)
čekanje u redu na blagajni	28 (54,9)	20 (38,5)	13 (33,3)	22 (37,9)
premalo prodavača	15 (29,4)	15 (28,8)	11 (28,2)	23 (39,7)

* višestruki odgovori

Analiza iritantnosti faktora s obzirom na dob pokazuje da bez obzira koliko godina ispitanici imaju neljubaznost prodajnog osoblja najviše smeta ispitanike te tima značajno utječe na njihove odluke o kupnji u pojedinim maloprodajnim objektima. Oko 80% ispitanika iz svih dobnih skupina je ovaj faktor označilo iritantnim. Na drugom mjestu, također u svakoj od dobnih skupina, je nestručnost osoblja. Najmanje iritantan faktor za svaku skupinu je radno

vrijeme – istaknulo ga je manje od 10% ispitanika svake dobne skupine. Poredak ostalih faktora prema iritantnosti je relativno jednak u svim skupinama, ali se usporedbom zastupljenosti svakog pojedinog između skupina može uočiti da je zastupljenost ispitanika koji su istaknuli visoke cijene te radno vrijeme nešto veći u skupini mladih ispitanika, odnosno ispitanika mlađih od 24 godine.

Zastupljenost negativnih faktora odnosno faktora koji u prodavaonici iritiraju ispitanika prema visini mjesečnih primanja je prikazana u tablici 6.

Tablica 6. Raspodjela ispitanika prema iritantnosti faktora i visini mjesečnih primanja

U prodavaonici Vas iritira	**Broj odgovora (%)* (N=200)**			
	-350 (n=44)	**351-700 (n=45)**	**701-1050 (n=53)**	**1051+ (n=58)**
neljubaznost osoblja	35 (79,5)	38 (84,4)	43 (81,1)	46 (79,3)
nestručnost osoblja	23 (52,3)	15 (33,3)	29 (54,7)	33 (56,9)
visoke cijene	19 (43,2)	14 (31,1)	16 (30,2)	15 (25,9)
radno vrijeme	1 (2,3)	3 (6,7)	4 (7,5)	8 (13,8)
velika gužva u prodavaonici	11 (25)	7 (15,6)	15 (28,3)	14 (24,1)
čekanje u redu na blagajni	18 (40,9)	21 (46,7)	21 (39,6)	23 (39,7)
premalo prodavača	11 (25)	16 (35,6)	21 (39,6)	16 (27,6)

* višestruki odgovori

Ako se pak iritantnost pojedinih faktora promatra sa stajališta kupovne moći ispitanika, odnosno visine njihovih mjesečnih primanja pokazalo se da je kao i u prethodnim analizama, bez obzira na količinu novca koja ispitanicima stoji na raspolaganju za obavljanje kupnje, osoblje sa svojim karakteristikama glavni faktor koji može iziritirati kupca. Opet su u svim skupinama formiranim prema visini mjesečnih primanja najzastupljeniji neljubaznost i nestručnost osoblja. Naravno, za očekivati je da visina cijena bude različito zastupljena među ispitanicima različite visine primanja – kao negativan faktora ju najviše ističu ispitanici nižih kupovnih mogućnosti. Također, ako i u prethodnim analizama radno vrijeme se navodi kao faktor koji najmanje smeta ispitanicima, bez obzira koliko mjesečni prihod ostvaruju.

4.4. Analiza stavova ispitanika o omiljenoj prodavaonici

Stavovi ispitanika o omiljenoj prodavaonici mješovite robe iskazani kroz prosječne ocjene za sve ispitanike zajedno i prema spolu su prikazani u tablici 7.

Tablica 7. Stavovi ispitanika o omiljenoj prodavaonici mješovite robe prema spolu

Tvrdnja	**M±SD (n=200)**			**p***
	svi	**M**	**Ž**	
U mojoj prodavaonici je uvijek prijatna atmosfera.	4,0±1,0	3,8±1,0	4,0±0,9	0,212
U mojoj prodavaonici mogu pronaći sve proizvode koji su mi potrebni.	4,0±1,1	3,9±1,0	4,0±1,1	0,396
Moja prodavaonica ima poznato ime i reputaciju.	3,9±1,1	3,9±1,1	3,9±1,1	0,925
U mojoj prodavaonici proizvodi su uredno i pregledno izloženi i lako dostupni.	4,2±0,9	4,2±0,9	4,2±0,9	1,000
U mojoj prodavaonici proizvodi su uvijek svježi.	4,2±0,9	4,1±0,9	4,2±0,9	0,316
U mojoj prodavaonici su najpovoljnije cijene.	3,7±1,1	3,6±1,2	3,7±1,1	0,604
U mojoj prodavaonici uvijek dobijem očekivanu vrijednost za potrošeni novac.	3,9±1,0	4,0±0,9	3,9±1,1	0,837
Moja prodavaonica je bolja od drugih u ovom gradu.	3,9±1,0	3,9±0,9	3,9±1,1	0,866
Ostati ću kupac ove prodavaonice.	4,2±0,9	4,1±1,0	4,2±0,9	0,455
Moja prodavaonica je vrijedna preporuke.	4,2±0,9	4,1±1,1	4,2±0,9	0,336

M – aritmetička sredina; SD – standardna devijacija; *t-test za nezavisne uzorke
Izvor: Rezultati empirijsko istraživanje

Što se tiče cijelog uzorka rezultati pokazuju da ispitanici imaju relativno dobro mišljenje o svojim prodavaonicama – najbolje ocijenjene tvrdnje su tvrdnje o rasporedu artikala i o svježini proizvoda. Dobiveni rezultati ukazuju na zaključak da će većina ispitanika ostati lojalni svojoj prodavaonici te da će ju zbog pozitivnih kvaliteta preporučiti i drugima. Statistički značajna razlika u prosječnim ocjenama omiljene prodavaonice mješovite robe između muškaraca i žena nije utvrđena niti za jednu tvrdnju. Kako je vidljivo iz rezultata od 10 tvrdnji žene su veće ocjene dalje u njih 8, u jednoj tvrdnji i žene i muškarci imaju istu prosječnu ocjenu dok je prosjek muškaraca veći od prosjeka žene kod samo jedne tvrdnje. Istu prosječnu ocjenu od strane muškaraca i žena je dobila tvrdnja „*U mojoj prodavaonici proizvodi su uredno i pregledno izloženi i lako dostupni*“, dok su muškarci bolje ocijenili tvrdnju „*U mojoj prodavaonici uvijek dobijem očekivanu vrijednost za potrošeni novac*“.

Stavovi ispitanika o omiljenoj prodavaonici mješovite robe iskazani kroz prosječne ocjene prema dobi su prikazani u tablici 8.

Tablica 8. Stavovi ispitanika o omiljenoj prodavaonici mješovite robe prema dobi

Tvrdnja	**Dob (godine) M±SD (n=200)**				**p***
	-24	**25-34**	**35-44**	**45+**	
U mojoj prodavaonici je uvijek prijatna atmosfera.	3,9±0,9	3,9±1,0	3,8±1,0	4,2±0,9	0,157
U mojoj prodavaonici mogu pronaći sve proizvode koji su mi potrebni.	4,2±0,9	3,7±1,2	3,9±1,2	4,1±1,0	0,092
Moja prodavaonica ima poznato ime i reputaciju.	4,1±1,0	3,9±1,2	3,6±1,2	4,1±1,1	0,069
U mojoj prodavaonici proizvodi su uredno i pregledno izloženi i lako dostupni.	4,3±0,8	4,1±1,1	4,1±1,0	4,3±0,7	0,421
U mojoj prodavaonici proizvodi su uvijek svježi.	4,2±0,9	4,1±1,0	4,1±1,0	4,4±0,7	0,281
U mojoj prodavaonici su najpovoljnije cijene.	3,9±1,0	3,6±1,1	3,6±1,2	3,6±1,1	0,414
U mojoj prodavaonici uvijek dobijem očekivanu vrijednost za potrošeni novac.	4,0±1,0	4,0±1,0	3,8±1,0	3,8±1,1	0,804
Moja prodavaonica je bolja od drugih u ovom gradu.	4,1±0,9	3,9±1,1	3,6±1,1	3,9±1,0	0,224
Ostati ću kupac ove prodavaonice.	4,2±0,8	4,2±1,0	4,1±1,1	4,2±0,9	0,955
Moja prodavaonica je vrijedna preporuke.	4,4±0,7	4,1±1,1	3,9±1,0	4,2±0,8	0,148

M – aritmetička sredina; SD – standardna devijacija; *ANOVA
Izvor: Rezultati empirijsko istraživanje

Što se tiče analize stavova ispitanika prema njihovoj omiljenoj prodavaonici, a s obzirom na njihove godine nije utvrđena nikakva statistički značajna razlika. Naravno varijacije u stupnju slaganja su uočljive. Općenito gledajući prosječne ocjene tvrdnji, pokazalo se da svi ispitanici, bez obzira na njihovu dob, o svojoj omiljenoj prodavaonici imaju pozitivno mišljenje kad se radi o svježini i rasporedu slaganja proizvoda. Varijacije u zadovoljstvu su uočene pri analizi prijatnosti atmosfere te poznatosti i reputacije prodavaonice. Nešto lošije mišljenje o spomenutim karakteristikama imaju ispitanici stari između 25 i 44 godine nego stariji i mlađi od njih. Što se tiče lojalnosti kupaca njihovim omiljenim prodavaonicama rezultati pokazuju da sve planiraju ostati lojalni mjestu svoja svakodnevne kupovine bez obzira koliko imaju godina. Slično mišljenje ispitanici imaju i po piranju preporuke njihove prodavaonice. Naime, većina ih stiče da je njihove prodavaonica vrijedna preporuke.

Stavovi ispitanika o omiljenoj prodavaonici mješovite robe iskazani kroz prosječne ocjene prema visini mjesečnih primanja su prikazani u tablici 9.

Tablica 9. Stavovi ispitanika o omiljenoj prodavaonici mješovite robe prema visini mjesečnih primanja

Tvrdnja	**Mjesečna primanja (KM) M±SD (n=200)**				**p***
	-350	**351-700**	**701-1050**	**1051+**	
U mojoj prodavaonici je uvijek prijatna atmosfera.	3,8±1,1	4,1±0,9	4,0±0,9	4,0±0,9	0,445
U mojoj prodavaonici mogu pronaći sve proizvode koji su mi potrebni.	4,0±1,0	3,9±1,3	4,2±0,9	3,8±1,1	0,439
Moja prodavaonica ima poznato ime i reputaciju.	4,0±1,1	3,9±1,3	4,1±1,0	3,7±1,1	0,390
U mojoj prodavaonici proizvodi su uredno i	4,3±0,9	4,3±1,0	4,2±0,7	4,1±0,9	0,677

pregledno izloženi i lako dostupni.					
U mojoj prodavaonici proizvodi su uvijek svježi.	4,1±1,0	4,3±0,9	4,3±0,8	4,2±0,9	0,553
U mojoj prodavaonici su najpovoljnije cijene.	3,7±1,0	3,5±1,3	3,9±0,9	3,6±1,1	0,177
U mojoj prodavaonici uvijek dobijem očekivanu vrijednost za potrošeni novac.	3,9±1,0	3,8±1,3	4,1±0,8	3,9±1,0	0,511
Moja prodavaonica je bolja od drugih u ovom gradu.	3,8±1,0	3,9±1,1	4,1±0,9	3,7±1,2	0,319
Ostati ću kupac ove prodavaonice.	4,2±0,9	4,2±1,0	4,3±0,8	4,1±1,0	0,744
Moja prodavaonica je vrijedna preporuke.	4,2±0,9	4,3±0,9	4,3±0,8	4,0±1,0	0,224

M – aritmetička sredina; SD – standardna devijacija; *ANOVA
Izvor: Rezultati empirijsko istraživanje

Nije utvrđeno da postoje statistički značajne razlike u mišljenjima o omiljenoj prodavaonici između ispitanika različite vidine primanja. Dobivene prosječne ocjene su za svaku ponuđenu tvrdnju dosta ujednačene, iako su uočene razlike kad se analizirala važnost pojedinih faktora za donošenje odluka. Zanimljivo je primijetiti da ispitanici viših mjesečnih prihoda imaju nešto lošije mišljenje o poznatosti i reputaciji njihove omiljene trgovine. Navedeno navodi na zaključak da spomenute karakteristike nisu toliko važne već su drugi faktori ti koji definiraju nečije omiljeno mjesto kupovine.

5. Zaključak

Stručnjaci za marketing pokušavaju što bolje shvatiti ponašanje potrošača u kupnji kako bi im mogli ponuditi veće zadovoljstvo. Usavršavanje metoda istraživanja omogućiti će dobivanje više informacija o ponašanju potrošača, a pritisak povećanog konkurentskog okružja poslovanja nagnat će maloprodaje da što bolje upoznaju cjelokupan proces odlučivanja potrošača. Cilj ovoga istraživanja je dobiti uvid kako odnosi s javnošću i atmosfera u prodajnim objektima utječe na odluku o kupnji tj. prikazati što odnosi s javnošću i atmosfera predstavljaju za maloprodaju i kako se adekvatnom atmosferom i odnosima s javnošću može povećati ukupna prodaja proizvoda. U istraživanju smo dokazali postavljenu hipotezu "Odnosi s javnošću i atmosfera prodajnog objekta utječu na donošenje odluke o kupnji ".
Ovo istraživanje može biti od velike pomoći svima koji su u svijetu maloprodaje ili namjeravaju biti.
Misao: "zadovoljan potrošač - naš je najbolji oglas" mora biti misija svake maloprodaje i marketara. Naime, potrošač predstavlja centar kupovnog procesa te kreiranje proizvoda, cijena, promocije i distribucije moraju biti usklađeni s potrebama i zahtjevima potrošača. Ukratko potrošač je kralj jer kontrolira potražnju preko odluke kupiti ili ne kupiti.

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GLOBAL ENGLISH AND/OR GLOBISH

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Abstract
The objective of this paper is to present the two types of English in the global communication today. The first one is global English and the second one is Globish. Both types are used by non-native English speakers. Globish is a simplified version of English used in business situations. Global English, on the other hand, is not only an economic phenomenon, but also has other applications, for instance in politics, science, entertainment, tourism, etc. Jean-Paul Nerriere, the author of Globish, defines it not as a language, but as a tool for international communication between non-native English speakers using only 1500 words and simplified grammar. Global English is both the language of non-native and native English speakers. It becomes hard to decide whether to use global English or Globish in the international communication these days.

Keywords: global English, Globish, communication, international language, non-native speakers

PUBLIC RELATIONS OF THE COMPANIES PROVIDING MAINTENANCE SERVICES BASED ON THE OUTSOURCING MODEL

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Abstract
The article elaborates the possibilities and necessity of introduction of the public relations activities in the entrepreneurships that organize maintenance through the outsourcing model. Is this case it especially refers to the maintenance of the technical systems. The complex technical systems are especially responsive toward the efficient maintenance by the permanently chosen external partner. Due to the nature of these activities there is necessity for intensive connection between the user and provider of the maintenance service. Therefore it is necessary to define the basic modes of the public relations as well as the temporary and especially permanent strategic activities.

Keywords: Maintenance, Public relations, Technical systems, efficiency

1. Uvod

Razvoj društva a sukladno tome i gospodarstva, posebice napredak tehnike i tehnologije, implicira nove oblike odnosa u gospodarstvu. Posebni je doprinos ukupnom razvoju dala stalna borba za profit u kombinaciji s podizanjem kvalitete proizvoda odnosno usluge. Upravo su navedene činjenice u uvjetima tržišna gospodarstva omogućile promjenu tradicionalnog prisupa, djelatnosti održavanja. Naime, održavanje u industrijskim pogonima i ustanovama više tehničke razine godinama je tretirano kao mjesto troška. U gospodarskim subjektima, posebice u tržišnim uvjetima privređivanja, sve se više težilo smanjenju troškova održavanja uz stalnu kvalitetu usluge. U takvim se okolnostima pojavila potreba za angažiranjem vanjskih službi za neke poslove u gospodarskim subjektima, ali i u infrastrukturalnim odnosno javnim ustanovama osobito sa složenim tehničkim procesima. Iz područja svjetskoga razvijenog gospodarstva dolaze

informacije o pozitivnim iskustvima angažiranja vanjskih službi u različitim poslovnim situacijama. Takvi oblici suradnje s vanjskim službama (subjektima izvan poslovnog sustava) poznate su pod nazivom outsourcing.
S obzirom na to da se radi o održavanju složenih tehničkih sustava uz sudjelovanje vanjskog paetnera, nameće se zaključak da su to gotovo uvijek dugoročni poslovni odnosi. Potreba za dugoročnom suradnjom proizlazi iz činjenice da je vanjski partner višestruko ukomponorana u tehničke, organizacijske i kadrovske odnosu u domicilnoj tvtki. Zbog toga održavatelj mora konstantno raditi na razvoju svoje usluge, ali i o tome informirati sadašnje i buduće partnere. Upravo promidžben pristup pod nazivom odnosi s javnošću je bitan čimbenik informacijsko-komuinikacijski odnosa na relaciji tvrtka-održavatelj. Zato posebnu pozornost treba obratiti ciljevima, načinima i metodama pa i sredstvima komuniciranja a sve u cilju učinkovitog informiranja odnosno komuniciranja između tvrtke-složenog tehničkog sustava i održavatelja po modelu outsourcinga.

2.Outsourcing u održavanju tehničkih sustava

Outsourcing se nametmuo kao poslovni model gdje se u neke poslove gospodarskog subjekta ili javnog poduzeća uključuje vanjski partner. Osnovni razlog za to je što vanjski partner obično raspolaže sa specijaliziranim stručnim kadrovima, kvalitenom opremom a zbog tržišne utakmice može ponuditi manju cijenu S druge strane poduzeće ili javna ustanova može, uz navedene čimbenika osigurati kvalitetno obavljanje nekih poslova ili usluga uz manje troškove. Povijesno promatrano, outsourcing (eksternalizacija) se u zadnjih desetak godina probijao na tržište u razvijenim državama na više načina. U domeni usluga eksternalizacija je najprije zahvatila sljedeće:[110]

- izrada internetskih stranica i razvoj
- marketing i oglašavanje
- istraživanje tržišta
- odnose s javnošću
- mobilne aplikacije nove tehnologije
- financiranje i računovodstvo.

U ovom slučaju ishodište je promatranja outsourcing u primjeni kod održavanja složenih tehničkih sustava. To znači da treba imati u vidu spregu između sustava visokog stupnja interakcija strojeva i ljudi sa vanjskim partnerom. Sve se to odvija u vremenu brzih promjena i velikog broja informacija. Zato se moraju koristiti određeni instrumenti odnosno alati za nova saznanja u poslovnim procesima. Treba pripomenuti i činjenicu da su se glavni resursi poduzeća vremenski mijenjali, polazeći od fizičkog rada, preko sirovina i sredstava za rad do današnjega glavnog resursa a to je znanje. Rezultati tih procesa su sve originalniji poslovni odnosi i poslovne suradnje.
Poslovna filozofija outsourcinga s gledišta složenog tehničkog sustava koja povjerava posao vanjskim izvršiteljima je sljedeća:

- koncentracija na osnovnu djelatnost
- smanjenje troškova
- raspoloživost poznatog dijela usluga po tržišnim cijenama
- poboljšanje kvalitete
- veća transparentnost troškova i usluga
- veća raspoloživost postrojenja
- izbjegavanje rizika zapošljavanja i efikasnosti izvan osnovne djelatnosti
- raspoloživost modernih tehnika održavanja bez vlastitih investicija.

Značenje održavanja složenih tehničkih sustava može se promatrati u više sastavnica. Suvremeni razvoj tehnike i tehnologije, u kojem se od manufakturne, zatim mehanizirane i na kraju automatizirane proizvodnje prešlo na velikoserijsku i vrlo sofisticiranu računalno vođenu i računalno kontroliranu proizvodnju, zahtijeva i posebno održavanje. Više je razloga za primjenu outsourcinga kod održavanja navedenih objekata odnosno instalacija. Osnovni se razlog nalazi u visokoj tehničkoj razini pa se nameće sama po sebi potreba za vanjskim partnerom u cilju manje rizičnosti, zbog sljedećih općih razloga:[111]

- mogućnost slabog upravljanja
- neiskusno osoblje
- poslovne neizvjesnosti
- zastarjele tehnologije vještine
- endemske neizvjesnosti

[110] http://www.outsource-centar.com i http://www.icweb.hr/eaadmin/catpics/D77_1_E_1.pdf.
[111] Earl, M. J., The Risks of Outsourcing IT, Sloan Management Review, 37/3, 1996.

- skriveni troškovi
- nedostatak organizacijskog učenja
- gubitak inovativnog kapaciteta
- opasnosti od vanjskog trokuta
- tehnološke nedjeljivosti.

Posebna se pozornost treba posvetiti troškovima održavanja, a to je povezano sa sve većim kadrovskim potrebama i trošenjem ostalih resursa. Troškove u najvećoj mjeri određuju:

- tehnički čimbenici održavanja
- odnosi između cijena i obujma korektivnog i preventivnog održavanja,
- stanje zaliha komponenti i dijelova te
- stupanj tehničke opremljenosti i osposobljenosti.

Iz prethodnih razmatranja može se zaključiti da model outsourcinga u održavanju složenih tehničkih sustava iziskuje suradnju između visoko stručnih kadrova koji moraju biti spremni ostvarivati visoki stupanj povezanosti odnosno interakcije. Zato je izuzetno važno održavati kontunuirane sinergijske odnose između održavanog subjekta i eksternog partnera. To se posebice odnosi na kadrove jer je uz tehničku opremljenost od izuzetne važnosti međusobna primjena znanja i iskustva. U tom smislu treba razvijati i unapređivati kontakte između partenera koristeći između ostalog poznate tekovine i iskustva koja proizlaze iz odnosa j javnošću.

3.Odnosi s javnošću-„PR“

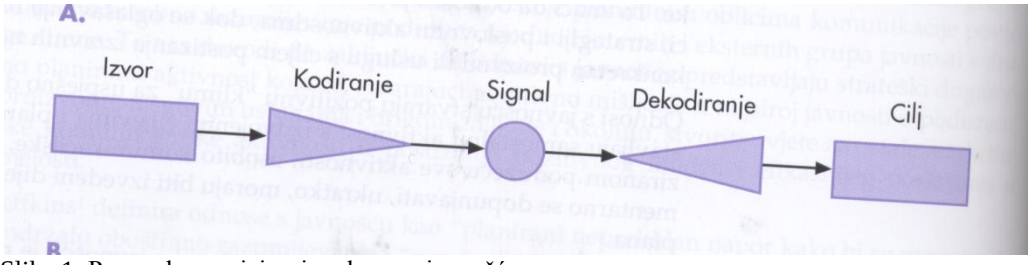
Odnosi s javnošću[112] su marketinški termin i vezan je za interakciju gospodrskih subjekata na tržištu. Interakcija gospodarsko subjekta je nužna u svim djelatnostima pa i u održavanju. Po jednoj od osnovnih definicija odnosi s javnošću su planiran i neprekidan trud da se uspostave i održe dobri odnosi i međusobno razumijevanje između poduzeća i njegove publike kao što su kupci,zaposlenici,dioničari, dobavljači, vladini djelatnici i društvo u cjelini. Ta dugoročna marketiška komunikacijska funkcija uključuje sljedeće faze:

1.Determiniranje i vrednovanje stavova pojedinog segmmenta publike.

2.Identificiranje strategija i procedura organizacije u skladu sa interesom publike.

3.Razvoj i primjenu komunikacijskog programa osmišljenog za utjecaji prihvaćanje od strane publike.[113]

Iz navedene definicije proizlazi da tvrtka koja se bavi održavanjem složenih tehničkih sustava treba kontinuirana istraživati i vrednovati stavove svojih klijenata osobito učunkovitost tehničkih operacija, primjenu znanja i tehnologija. To posebice odnosi na stalno praćenje i vrednovanje rada odnosno funkcionalnosti održavanih tehničkih sustava. Zato treba stalno usklađivati razinu znanja i sposobnosti sustava za održavanje te u stalnoj komunikaciji s klijentima učinkovito pratiti njihive probleme. Prma tome odnosi s javnošću su i u ovom slučaju jedan proces koji ima svoj tijek kao što to pokazuje slika 1.



Slika 1. Proces komuniciranja odnosa s javnošću

Osnovno objašnjenje procesa polazi da se najprije prikupljaju informacije koje se pripremaju za otpremu. Ukoliko je to prijenos na daljinu onda informacije treba pripremiti-kodirati sukladno tehničkim mogućnostima prijenosa.Prije prihvata slijedi dekodiranje kako bi se informacije mogle pripremiti za analizu. Na temelju analize se priprema povrat prema klijentu i tako se odvija međusobna komunikacija. Sve veće tehničke mogućnosti za obavljanje odnosa s javnošću omogućuju velike prednosti u ostvarivanju poslovne strategije. U ovom se slučaju mogu posebno navesti sljedeći poslovi odnosno aktivnosti odnosa s javnošću :

- Odnosi s medijima
- Vođenje i upravljanje rizicima

[112] Odnosi s javnošću ili već oubičajeni engleski termin Public Relations odnosno skraćenoi „ PR „
[113] Kesić,T.,INTEGRALNA MARKETINŠKA KOMUNIKACIJA,Opinio,Zagreb, 2003,str.436.

- Upravljanje u krizi
- Upravljanje ugledom organizacije
- Interne komunikacije
- Korporativni identitet i image management
- Korporativna odgovornost poduzeća
- Godišnja izvješća
- Odnosi s financijskim javnostima
- Odnosi s investitorima
- Branding
- Sponzorstva
- Lobiranje
- Organizacija događaja
- dnosi s potrošačima
- Upravljanje očekivanjima dioničara
- Potpora drugim disciplinama i drug.[114]

Isti izvor predlaže i sljedeće tehnike pomoću kojih se mogu učinkovito realiztuirati svi zadaci koji proizlaze iz odnosa s javnošću :

- Elektronska pošta
- Adreme ili liste medija
- Materijali za novinare
- Medijski priručnici
- Priopćenja za javnost
- Izjave za medije
- Konferencije za novinare
- Facebook stranice
- Fotografije
- Digitalna (video) priopćenje za medije
- Posjeti poznatih osoba
- Događaji za novinare
- Sponzorstva
- Društveni događaji
- Intervjui
- Korporativna literatura i publikacije
- Ankete i rezultati tržišnih istraživanja
- Razne stranice i portali.

Svako poduzeće koje obavlja održavanje po modelu outsourcinga treba ima u vidu da je bitan čimbenik dugoročnih odnosa međusobno povjerenje. Zato je glavni cilj odnosa s javnošću stvaranje povoljnog imidža kod svih sadašnjiu, bivših i osobito budućih kljineata. Temeljni preduvjeti za povoljan imidž su kvaliteta usluga održavanja uz primjenu odgovarajućih modela odnosa s javnošću. Model odnosa s javnošću može se definirati kao pojednostavljena, apstrahirana raprezentacija područja realiteta radi istivcanja relevantnih aspekata za neki određeni postavljeni model kako bi se on učinio preglednim.[115] Prema istom izvoru model ispunjava sljedeće dvije funkcije:
1. Funkcija organizacije (integrira pojedinačne oblike u ukupni kontekt).
2.Hueristička funkcija (stjecanje novih uvida jer hueristika je skup znanja o metodama otkrivanja i utvrđivanja novih činjenica i spoznaja).
S obzirom na osjetljivost odnosa s javnošću posebno treba upozoriti da prekid poslovnih odnosu u ovom slučaju može izazvati velike probleme. Naime outsourcing-poduzeća kod održavanja složenih tehničkih sustava su u velikoj mjeri ukomponirana u procese sa svojom tehnikom i osobito kadrovima. Zato jednom uspostavljen odnos obično traje više godina a zato je potrbno učinkovito međusobno informiranje i suradnja. Upravo je to osnovni zadatak odnosa s javnošću outsourcing-poduzeća. U tom smislu je potrebno odabrati odgovarjuću metodu odnosno model. U teoriji i praksi odnosa s javnošću postoji više mogućnosti kao što su:

[114] http://www.pr-educatio-hr.net

[115] Tomić,Z., Odnosi s javnošću,Synopsis,Zagreb-Sarajevo,2008,str. 117

- model tiskovne agenture i publiciteta
- model javnog informiranja
- dvosmjerni asimetrični model
- dvosmjerni simetrični model.

Kod odabira modela treba imati u vidu da se u ovom slučaju radi o komuniciranju gdje je potrebna i nazočna velika količina i razina znanja. Zato je najprihvatljiviji dvosmjerni simetrični model u kojemu su posebno naglašene povratne sprege i visoki stupanj razumjevanja outsourcing-poduzeća i njegovih visokostručnih klijenata koji upravljaju sa složenim tehničkim sustavima. Da bi se ostvarili svi željeni učinci u primjeni simetričnog modela odnosno koncepcije odnosa s javnošću nužne su sljedeće pretpostavke:

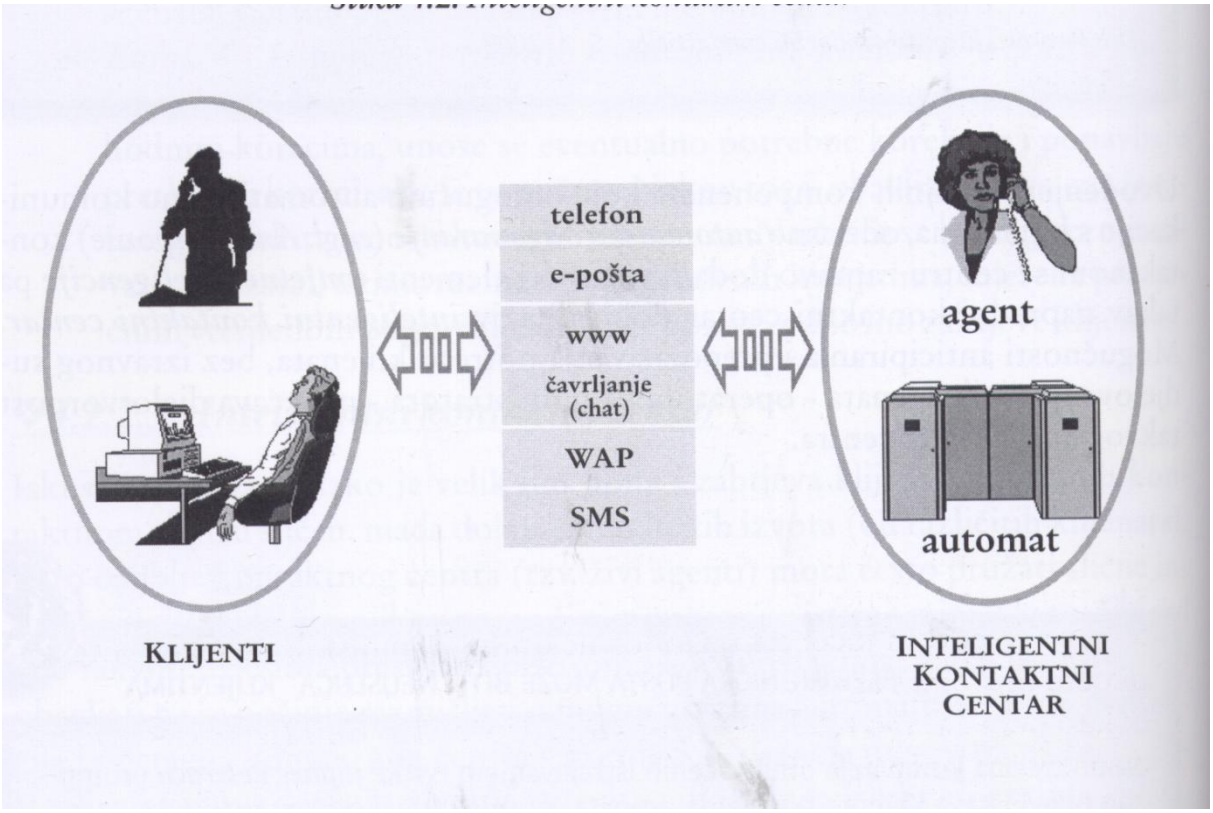
- **Holizam** gdje se sustavi sastoje od podsustava ali su istodobno i djelovio nadsustava.
- **Uzajamna ovisnost** što znači da se sustavi međusobno prožimaju.
- **Otvorenost sustava** s obzirom da se informacije razmjenjuju s drugim sustavima.
- **Tekuća ravnoteža** znači da sustavi teže ravnoteži s drugim sustavima a to se rijtko ostavruje.
- **Jednakost** jer su partneri ravnoprani.
- **Autonomija** jer su pojedinci autonomni, inovatvniji i konstruktivniji u svom ponašanju.
- **Inovacija** jer su naglašene nove idejei fleksibilnije mišljenje nasuprot tradiciji i učinkovitosti.
- **Decentralizacija menadžmenta** gdje menadžeri više koordiniraju a manje kontroliraju.
- **Odgovornost** jer se upozorava na posljedice ponašanja a nastoje se izbjeći odnosno monorizirati negativne učinke.
- **Rješavanje** sukoba pregovorima i komunikacijama odnosno kompromisima.
- **Liberalizam internih skupina** gdje vlada natjecateljska atmosfera.[116]

Uvažavajući navedene pretpostavke odnosi s javnošću outsourcing-poduzeća mogu se učinkovito odvijati uz primjenu odgovarajućih metoda i sredstava upravljanja. Veliku potporu u tim procesima mogu pružiti informatičke tehnologije gdje ima više mogućnosti odnosno vrsta upravljanja. U tehničkom se smislu uspješno može upravljati uz pomoć informatičkih tehnologija i to u svim navedenim modelima.

4.“PR“-Upravljanje

Pojavom i razvojem interneta pojavili su se kontaktrni centri koji omogućuju kvalitetnije komuniciranje a time i veće zadovljstvo klijenata. Posebno se može pripomenuti da se sve više unificiraju određena moguća pitanjakao predmet odnosa između outsourcing-poduzeča i klijenata. To stvara uvjete da puno komunikacijskog sadržaja preuzimaju informatičke tehnologije u praksi poznate kao inteligentni komunikacijski centar. Slika 2. Pokazuje jednu takvu mogućnost održavanja odnosa s javnošću između outsourcing-poduzeća i klijenata odnosno složenih tehničkih sustava.

[116] Tomić,Z,Odnosi s javnošću,Synopsis, Zagreb-Sarajevo,2008,str122, prema Grunig,J.,Symetrical Presuppositionsfor Public Relations,R.Heat(ed), Sage Pub, Thousand Oaks,str. 38.



Slika. 2. Inteligentni komunikacijski sustav

Izvor: Panijan, Ž.,Odnosi s klijentima u e-poslovanju, Sinergija, Zagreb, 2003, str.126.
Prikazan način komuniciranja je vrlo praktičan i učinkovit u outsourcing poslovanju. To prizlazi mogućnosti i potrbe da klijent može dobiti odmah niz odgovora na pitanja o održanim problimima iz domene tekućeg i osobito korekcijskog održavanja. Ovaj pristup omogućuje brzo djelovanje tako se smanjuju troškovi zbog zastoja. Naravno da treba imati u vidu i učinkovito informiranje o aktualnim i budućim razvojnim mogućnostima koje se mogu klijentu ponuditi a sve u cilju degoročne suradnje. Navedeni alat podržan informatičkim tehnologijama je temeljni čimbenik za ostvarivanje pravog cilja u odnosima s javnošću a to je izvrsnost.

5.Izvrsnost odnosa s javnošću
U svakoj poslovnoj aktivnosti postoji potreba za sve većim kvalitetom odnosno izvrsnost a sve u cilju dugoročnih odnosa. Upravo su poslovni odnosi po modelu outsourcinga strateški pa je to svakako cilj svakog gospodarskog subjekta koji se bavi održavanjem.Poslovna izvrsnost. Prema slici 3. Organizacijska izvrsnost se sastoji od sljedećih komponenti:

- Strategija i poslovno planiranje
- Procesi
- Samoocijena.

Slika 3. Komponente organizacijske izvrsnosti

Izvor: Fadić,F.,PRIMJENA NAČELA UPRAVLJANJA ZASNOVANIH NA POSLOVNOJ IZVRSNOSTIU PRAKSI HRVATSKIH ORGANIZACIJA,Ekonomski pregled,broj 3-4,2008,Zagreb,str. 131.Sve prema: Porter, L. J. & Tanner, S. J. (2004.). Assessing Business Excellence, Oxford: Elsevier Butterworth-Heineman

Postići organizacijsku izvrsnost znači, prije svega postaviti strategiju. To podrazumjeva pravu viziju, razrađene ciljeve i precizno definiran strateški plan. U cilju učinkovite realizacije treba dsizajnirati procese uz njihovu kontrolu primjenom načela upravljanja kvalitetom. S obzirom da je outsourcing dugoročni poslovni odnos nužno je stalno unaprteđenje procesa po principu totalnog upravljanja kvalitetom
U cilju kontrole potrbna je povremena samoocjena gdje se identificiraju i prate svi bitni rezultai poslovnog procesa. Također je izuzetno potrebna povratna sprega u cilju analize svih organizacijski performansi u cilju kontinuiranog unapređenja. U tehničkim sustavima je to osobito važno jer napredak tehnike i tehnologije iziskuje i razvoj održavanja. U tom su smislu odnosi s javnošću bitan čimbenik pravovremenog informiranja i aplikacije inovacija u održavanje složenih tehničkih sustava.

6.Zaključak

Na temelju prethodnih razmatranja može se donijeti više zaključaka. Prije svega se to odnosi na korištenje marketinških metoda u informacijskim i komunikacijskim procesima između složenih tehničkih sustava i tvrtke koje se bave njiovim održavanjem. U ovom slučaju je to održavanje uz sudjelovanje vanjskog partnera poznatim kao outsourcing. Ishodište je u primjeni marketinških metoda, posebice promidžbe poznate kao odnosi s javnošću.Navedena metoda može se primijeniti u cilju informiranja i komuniciranja između partnera osobito zbog potrbe za dugoiročnim stabilnim poslovnim odnosima. Posebno treba naglasiti da ti procesi mogu biti učinkovitiji uz primjenu informatičkih tehnologija. Zato je navedena jedna od mogućnosti učunkovitog komuniciranja koje omogućuje permanentnu suradnju

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THE POSSIBLE USE OF HYPNOSIS IN PUBLIC RELATIONS PRACTICE

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Abstract
Public Relations is a widespread communications discipline. Regardless of its field of work, one of its main goals will always be public opinion. The process of public relations tends to form and change public opinion in a way that many would see it as a form of indirect manipulation. In order to form and change public opinion, it is required to use certain "tools", among which is the understanding of human psychology, in the broadest sense. The virtual study of public relations also shows numerous similarities to the practice of hypnosis. In a way, hypnosis is fundamentally used to change a person's opinion, and with the use of indirect suggestions, even that can be done without them noticing it. Since hypnosis can indirectly change people's opinions, it can prove to be a viable tool in the practice of public relations.

Keywords: public relations, hypnosis, indirect suggestion, public opinion

INFOKRATIYA AND POLITICAL COMMUNICATION

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Abstract
Internet, social networks and global media significantly change the socio- psychological model of democratic decision-making, since citizens more and more their own attitudes, believes and behavior patterns replace by media pictures. Willingness of individuals is breaking and reshaping, becoming the part of political reorganization, whereas the state with the invisible lash force them to be truly their own as they are unable to do that themselves. The power of thematization pushes into focus the interests, pro –active communication strategies direct public dialogue, and personalization blurs ideological interests. Instead of critical communication, masses are offered promising packages of filtered information, the attention is focused to goals of the rich and governing while political communication is hiding more than discovering. Analyzing increasingly noticeable role of media management, PRs and advertizing in the public sphere, the authors ascertain that digitalization increases separation between those who manage and those who are managed, and also political democracy gradually transforms into infokratiya which delegates sovereignty to citizens on communication centers.

Keywords: ideology, management of political communication, parties, image, public opinion

Introduction/1/

Modern society is in crisis: theory structures and experience facts are more often in disagreement, values and patterns loose recognizable forms, the objective reality is transformed by technological tools in symbolic performances, while logic methods and opinion forms gradually give way to propaganda skills formed upon creations of PR weaving masters. Hence, political communication is gaining in importance since the planning, conducting and controlling of media contents, in practice means social processes managing and influence on decision making. While at the same time, politics of representation (visibility in the public space) is in direct dependence on media support which intensifies, weakens or filters the citizen's expectations. Traditional state (parliament, government) and many other agencies (churches, syndicates, citizen initiatives, NGO-s, universities and so on) due to increasing social differentiations, pluralisations and globalizations try to preserve former influence, but they are more difficult to manage because social- structure dilution, the individualization processes and secularization, together with increasing political indifference change democratic platform.

In the era of the new media "Great Stories", as they were named by French philosopher Jean-François Lyotard, having in mind the comprehensive constructions such as Christianity and Marxism ' have lost the credibility", and the new narrative, which would take their place on the planetary stage has not been created yet. In *infokratiya* - as we define the last decade of 20th and the beginning of 21st century - the context of possible intervening in reality has been

essentially changed, because the state sovereignty has been significantly reduced./2/ The thunderous demolition of the Berlin Wall moved the first bricks in the global construction, designing new geopolitical relations, and the value patterns as well. The changes have become visible in all the spheres: from safety, law, religion and ecology via economy, socio demography and psychology to informatics, philosophy, media and communicology. The world of media intermediation, networking, virtual reality has appeared…… An ordinary citizen, with the computer and modem, has more information than both powers in the Second World War,/3/ while home appliances that serve him replace more than hundred slaves owned by Roman emperors. Wealth of information and hyperlinks change the culture of their lives, but this is lingeringly noticed within the system. Modern man watches more than understands, depth replaces by surface, while analysis and synthesis are withdrawing before diagonal reading and skimming over headlines and key words. The communication paradox has been born: the society has never been richer with numerous signs and meanings, but at the same time never before has been hungrier of their authenticity and criticism. From the creator of own knowledge, we evolve in to the hunters of data into the digital forest that we are surrounded with.

Democracy in the new media network

The capability of the society to plan, manufacture, process, control, store or distribute the public information to others reveals its political and security power. The model of Deliberative Democracy /4/ founded on permeability of the public sphere channels is in direct dependence on choice, information type and format, discourse and data selection, which gives to communication space and time its contextual frame. By abolishing of geographical distance (it all happens in front of our eyes) and psychological isolation (maybe we are the next), enforced by technological dispersion, media gradually adopt our freedom and also our opinion, attitudes, habits, behavior patterns. "*The truth order reclines on imposing of symbolic presentations, new type of the spiritual violence as social challenge, whereas magnetic field of events in the public space is made of public information, ways of the presentation and manipulation*"./5/ The webbing is simultaneously woven on the braider of both classical and digital media, which in real life announces severe battle for the attention of the public and also for spreading of consociational democracy./6/

The communication processes with the appearance of internet and social networks are close to what Karl Raimund Popper calls *the third world*./7/ This author explained the transformation through the *world of object*, things-somewhere-out; which is somehow confronted to subject. The second world is the *idea in the awareness*, the world of subject, while the third world is made of *physical representations of ideas*, statements, texts, pictures that originate from the second world and exist at the same level as the first one. Hence the space of social networks is not geometrical, but logical because the connections are established on the basis of subject category (such as on Yahoo, Lycos or other searchers) or metaphoric connections (words have implication within text frames, supporting connection with similar words or phrases). In his time, Aristotle the power of *demoia* (people) perceived in the mass: oligarchs have wealth, aristocracy heritage while population reclines on the number./8/ Philosophers suggested numerous types of cognition efficiency justification:" *knowledge that may be deduced from some privileged, deeply based knowledge from which, after all, all knowledge arises; knowledge acquired by reliable techniques; knowledge as a part of one coherent world picture".*/9/ In analogy, Internet and social networks would be the most numerous and most powerful agora today, because they offer information everywhere, to everyone (whoever possesses a modem) and at any moment. However, instead of supplementing immediate interaction in practice, they are simplifying it, bringing citizens down to the automated entities status that efficiency of obtained data measure by the usefulness degree. Knowledge mediated by new media leads to infection of heuristic opinions, fast search for answers with less investment./10/

The classical parliamentarism that dominated in 19th century and partisan partocracies glorified in transition communities during the last decades of 20th century, allowed the appearance of *public democracy*,/11/ which is in direct dependence on the management of communication flows and contents. Without media there is neither continuous and stable communication between political actors, nor the influence on constructing of pictures about reality. The sphere of political action has gradually transformed: mass, social structure and ideological loyalty in political parties are separating, while citizens are choosing according to interests which seem to be the most suitable to them./12/ In practice people, facts, values and events are still integral parts of every environment and they get political visibility and social influence only when media meanings, constructions, opinions and interpretations are created. The problem is not relevant by itself but it becomes such only when the debate is opened in the public space, and the fight for its monitoring means also invisible fight for society management! The power is formed in communication activity, and only when there is media feedback it becomes recognizable! Media produce social consensus, by which political communication and symbolic mobilization become the activators of public opinion. The awareness of individual is forming, modeling and adjusting to establishment interests, but the whole of the process is invisible to an ordinary and uneducated observer who, as an object of political process hardly perceives the interaction of politics, safety, management and media. The pictures created by journalists, PR services, agencies for marketing or informing, spin masters, lobbyist, professional communicators and other tailors of propaganda webbing determine the strategy of political communication, with the aim to adjust reality to interests of the ruling powers.

Media in the service of power elite

The dream about free and independent media was the myth in the past. To rule the society means to master communication flows, conflict situations and crisis; in a word to decide on *ways of media presentation*. In this way we come to the new paradox: mass media industry informs, announces, entertains but also creates the sophisticated type of ideological control. The process of making decision is impossible without cooperation with media that become "operational modus' of contemporary community./13/ The journalism character has also changed, but few people even mention it: the middle classes that created institutions of independent press have disappeared, thus the new order transfers information into market services which values increases with deficiency! Consequently, instead of working for citizens, media is working for elite, advertisers, political leaders, parties or media owners, thus becoming the part of the establishment and accepting the adequate rewards of corporate money or the closeness to the holders of the power./14/

New media change the Planet, and us as well! The overproduction of information in the digital form converts the human mind, personal relations and cultural activities, whereat cognitive level weakens. Nicholas Carr notes that modern readers (viewers and listeners) lose the ability for deeper analysis of media contents, and also less remember because they are lulled that they can *always* and *everything* find on the Network./15/ The practice of deep reading that was popular at the time of Gutenberg's invention, in which "the silence was the part of the meaning, peace of mind", is becoming pale, presumably it will retain among rare and decreasing intellectual elite./16/ Also, the focus of content has been changed: instead of the story about general good (public issues) there has been instrumentalization of the contents that provoke and smear political opponents, incitement or packing of the affairs for the purpose of their credibility destruction. Sensations and spectacles seduce the critical mind, so the attention is directed to fun and tabloidism, while political actors silently realize the true goals. The communicative reference framework is constructed behind the screens, attitudes and behavior of citizens are in the spotlight, whereas euphoric transparency hides the discretion of elite itself deciding on important issues. In difference from the past when the party made the new class, today a class (specially the middle one) disappears while a party becomes stronger! Leaders and masses become more distant than ever, so media by flowing of statements, surveys, announcements and similar forms distribute the impressions important for further actions. Social networks create illusion on interactivity of leaders and electorate, creating of political communication control models from which disappear like noise confronted attitudes, ideas and opinions.

Elite as groups of people who directly execute authority or are in position to strongly influence it are changing in the transformed community. If they at the beginning made " the upper layer of society, nominally determined groups of people…..called aristocracy,"/17/ with Marx's theory of social classes and conflicts developed the apprehension that they base their power on instruments of economic production and in thus acquired privileges. The compensation of elite itself, especially in modern democratic societies has been changing, because with the transformation of social structure the strategic power of information is increasing. Media, actually become "the means that provide social legitimacy to newly emerging elites"./18/ They, then use the pages of press and TV and radio program minutes as a platform for idea presentation and programs and by mediating between social base and political leadership become the mirrors of public opinion. The orientation towards the public, demands and market changes the media effect logic. Big business (corporations), army and police (force), and political clique make the political triumvirate of power, whereby the control of economic and information flows is important. The approach to media is selective, voters may decide which elite is to be in authority, but can never change the fact that the authority will be in the hands of some elite! Immense number of media platforms makes the battle for support harder, because the ability of imposing issues in the agenda of public debate is in possession of mainstream media only. Hence, the subordinated class is becoming poorer and more distant from the financial power, which is radicalized by concentration of the wealth on only one side./19/ Big corporations make world markets using propaganda campaigns for own needs, but also for psychological remodeling. In this way elite become richer, but it is not enough because they are constantly hungry for new territories and markets.

Citizens targeting mediatization

The power of new media is not in talking to people *what to think*, but in invisible imposing of issues and attitudes *what they should* think about. It is absurd, in communication rich society to information transformed by media give the importance, for mass media and social networks are often the first and only information sources. The agenda setting theory is important because it points the relevancy of the events, appearances or personalities, and also influences the political attitudes of the public. The speed of communication is constantly increasing (each new appliance is faster than the previous one and has greater information flow), innovation is emerging to forefront (the message has never before been more original), interactivity is enchanting (it is always to reply the message), while creativity has never been at this level (almost unlimited possibilities of picture aestheticization, tone filtration and similar). "The truth" is created in front of TV cameras, microphones or in digitalized studios, while audience slowly and disappointed realize that more often is the victim of media fraud./20/ The political communication serves spreading of ideological constructs whereby a citizen becomes a consumer who in rich offer on information market searches for data scattered all around. He believes that chooses rationally, that participates in creating of democratic sphere for the purpose of general benefit, not realizing that he is only the target of the mediatization attention. The increasing differentiation of media platforms, aimed addressing to different voters segments and strategy for attention attraction lead to the new role of auditorium receiving the possibility to secure the image of a candidate, and also to destroy it completely! The personalization emerges to forefront and spotlight is focusing on strong personality and less on a party and promising program. Instead of content, images are

offered, so in the voter's minds signs that simulate feedback and closeness of the leader and ordinary citizens are produced. The political campaign from the terrain is always more efficient than the advertising campaign whereby the ability of influence on actual social happening is understood./21/

Networked society is based on pictures production tending to simulate process of mental images in the human mind, in order to overlap more sophisticated the lines between real and intermediated. The will of an individual is created by selection of statements, but on awareness, emotions and actions have been impacted by combined methods and means. The articulation of media representations, through new forms and the new meanings and relation systems, create the special kind of *visual opinion*./22/ It leads to social commit, creating dialectic interdependence: the thought prepares the terrain for practical activity, while activities in the public space are only the applications of the imposed opinion! The media philosophy is dialectically intertwined with political practice because it performs purposeful changes by mental operations within the society, creating an artificial milieu that further changes social, communication, psychological, anthropological and economic surrounding. While theoreticians discuss about changes in recipient's behavior, everyday for many hours used Internet leads to changes of perspective in relation to different attributes of temporality (past, present, future). *Here and now* is the credo of the new public, who is technologically spoiled and information incautious becomes the prey for the "fishers of souls". Walter Benjamin would say "how within frames of big historical periods, with the complete way of human collectives lives, change the way of their sensory observation./23/

New technologies create specific forms of social activism producing symbolic narratives that in the sphere of public bring in pictures of spectacles, carnival spirit and entertainment, habits of spending and individualism, whereby the ethic and transparent competition by ideas retreat in front of spinned and manipulative messages. In the era of Neoliberalism media expressions make social currency, allowing mind seducing. The rough force, compulsion and physical confrontation with ideological opponents are the constant companions of human community, but in infokratiya the will is bent, developed and hammered according to idea of media subjects often hidden behind the screen of political, economic or military power./24/ Internet and network communication is most often used for fast and superficial informing, fun or self presentation, because of the significant number of digital loners their modest contribution scatters and looses in information forest. Networked communications imply multipliers which effects are spread with the speed of an avalanche, although very often behind are hidden rumors (fame) of unknown authors./25/ Thus we come to understanding of parallel processes existence: everyday *reality production* and its *media presentation*. If we consider that politics is the interest management process then it is clear to us why the true cognition as the part of science possible is to replace by media cognition as a part of social practice.

Infokratiya influence on global order

The globalization brought the digital sphere together with the change of behavior patterns: from analogous to digital, cable and satellite; from television to mobile phones; from agencies to bloggers. The system revolutions in Tunis, Algeria, Morocco, Bahrain, people's uprising in Libya and Egypt, attempt to change the authority in Syria, showed the characteristic pattern of network activism: change of ossified, one party systems or authoritarian, tribal leaders and their families, political awakening by the help of Facebook, Twitter or satellite TV program and installation of malty- party and market capitalism. The matrix of contents is broadcasted on all media channels, while frequent semantic repetition is targeting to problematize the public participation concept. The responsibility and guilt are focused on one side, the alternative opinions stay away from global media allowing media influence to spread on political field as well. The change of ownership character of media ensured the non transparent corporate capital to expand its influence, while the battle for profit and influence becomes unlimited by application of scientific methods in business. In practice, the power of the audience seducing belongs to the mightiest, and numbers in circulation warp the mind of an ordinary man./26/

The planetary society with the controlled information creates the global order (pseudopolis), fed by "democracy export" that abolishes classical state boundaries. It is about the essential change of media philosophy, new diopter of political world observation that searches for new knowledge and opinions. The flood of media fiction on democratization gives the results in short time, but upon social wake-up it is realized that in practice there has been only the functional replacement, for the *society sovereignty* is replaced by *market sovereignty*. Infokratiya elusively hid that the attack on a state sovereignty is practically the *attack on the freedom of a man and a citizen*! The legitimacy of liberal democracy in this way gets into crisis because the capital dictatorship, more and more alienates the bearers of social decision-making, producing oligarchy, elitism and plutocracy of formally democratic institutions, reducing the participation of citizens in the political life.

Media narcissism overshadows the reality, admiration of the power of frames and symbols goes into deceptive self-indulgence, while myths on journalist objectivity and media independency is changed by semantic dictatorship. Thus, the truth is further than ever, the facts are bent, broken, mangled, falsified or glossed over, the statements and opinions are spinned depending on the interest of hidden masters, and it may be argued that journalism becomes the service of financial and political oligarchs. Journalists should, according to their profession be fair-minded, objective, balanced and honest, but how much is it possible in the world of profit? If there is no objectivity, what replaces it? It is agreed that we witness the erosion of values in public life, but let us question: may journalism stay untouched? Is it not the eulogy only a good line about objective journalism just for audience attraction, and also the means for dispersion of the power within the community? The concept we are talking about has been changing daily because the topic, focus, concentration and modeling

are very often ideologically determined. Theoreticians introduce the term *rhetorical sensitivity*,/27/ recognizing that editorial offices, by the help of marketing services chose what personalities, topics and contents are to become the themes of narrative modeling. The decisions are made under the pressure of circulation and ratings, and also the awareness on necessity for dominant political interests promoting, corporate budgets or owners' demands. The masks on objectivity and independency are cunningly camouflaged by propaganda patterns, and lies and manipulation impose the fastest way to quick fame!/28/

Instead of conclusion

The state sovereignty is seriously disturbed, and if we accept Racel's (Racel Masako) understanding *that war consists on spreading of own boundaries over foreign territory*/29/ we realize that political power and cultural influence, thanks to communication conquest are personified in corporate multinational empire. States loose slowly their functions and authority, because the political life is less and less embodiment of nations will, and more and more the result of media campaigns which by reality creation sell dreams about better life! Actually, media have grown into power, whereat private interests are distorting them by corruption of the truth, and also the people who get in their way. Any problem in any country may become global under the condition its meaning and expressiveness brings political, economic or safety benefit for the group that promotes it. The political power has been more than ever in dialectic coupling with media resources, which by communication meaning reform the public space creating the pre-modeled patterns of political thought, life styles, habits and needs. The history of civilization is the history of conflicts, but they are in the sphere of infokratiya and are invisible to an ordinary observer. Media, apart from technology are made of people, and it is possible to model their awareness. The cognitive mobilization will grow with the increase of the education level and political interest whereby media will develop the active role, performing the constant inflow on the process of political decision making.

In the political arena there is the strategic battle for mind control, for simulating of certain contents, ideas, movements and activities media projection in advance have been programmed in details. By combining of nanotechnology, biotechnology, informatics and cognitive technology, media power becomes additional, but in no way an exclusive power, its role is increasing only in the system in which apparently is offered the freedom of choice. Symbolic conflicts of corporate capital and traditional state in reality has been at full: those who produce, filter and process information will rule the processes!

Notes

/1/ The Article is written within the project No. 179008 (University in Belgrade, Faculty of Political science and University in Nis, Faculty of Philosophy) and project No. 179074 performed by Center for Sociological Research of the Faculty of Philosophy in Nis, financed by Republic of Serbia Ministry of Education, Science and Technological Development.

/2/ The author does not consider democracy as plane rule of the people, but as the power of demos which possesses certain qualities allowing the establishment of an ideal order based on the truth rule, humanism and social justice. The new step in further development is the rule of information (infokratiya), as the basic tool in search for freedom!

/3/ The follower of the British School, so called *cultural studies*, Rowland Lorimer, the centralization of the increasing number of data, sees as the danger for centralization of decision making, whereas the important political decisions shall be less and less issued by individual countries. More in: Lorimer, Roland: Mass Communications, Clio, Belgrade 1998, pg.201.

/4/ The Jürgen Habermas's term implies the model in which political decisions are made by *the processes of negotiation, consultations and persuasion.* The authors in this area recognize the importance of the communication activitiy paradigm, as the kind of the media power and the specific new social and cultural capital.

/5/ Jevtovic, Zoran :" Mass-media Transformation of Terrorism and Religion in the Global Order. Politics and Religion, No. 1 Belgrade, 2007 pg .99-100.

/6/ It means transformed form of democracy observed through power distribution and close connection between large number of political parties, interest organizations and similar ideological formations.

/7/ Popper, Karl: *Objective Knowledge: An Evolutionary Approach, 2nd* edition, Claredon Press, Oxford, 1979, pg 106-110.

/8/ Aristotle: *The Politics*, Oxford University Press, London, 1958.

/9/ O'Hara, K. : *Plato and the Internet*, IP Esotheria, Belgrade 2003,pg 53.

/10/ For example, more and more people cure themselves, via medical sites or experience of others they diagnose the symptoms; instead of reading long novels the text value is accepted based on short summaries on specialized sites or media presentations or similar. In this way obtained opinion is unreliable, but recipient relates it to knowledge or practical case thinking that it is effective and true.

/11/ The term first was introduced by Bernard Manini, who by it meant the model of representative government based on "personalization of participants in elections and rise of the experts for political communication, all presence of public opinion and displacement of political discussion from the back rooms of parliament committees or party centers to media public", (See in: Manini, Bernard: *Principes du gouvernernent reprėsenttatif*, Paris, Flammarion,1995).

/12/ "The whole City Committee of Social Democrat Party - Rasim Ljajic and Democratic Party Local Committee and also Democrat Party of Serbia, about 300 hundred people, on the same day joined the Serbian Progressive Party", wrote

Belgrade *Politika* on 5th April 2014. " Only three days earlier the whole of Pancevo Committee of Mladjan Dinkic United Regions of Serbia ''moved" to progressive party. Upon joining of the whole of governing body and over 500 members of Democrat Party of Serbia Subotica branch , the Executive Board of Progressive Party was dissolved and formed new commission in which the former members of Democratic Party of Serbia were immediately included." This is the illustration of what happens in Serbia every day, and confirms the thesis we represent.

/13/ If the focus of formulation, aggregation, creation and commitment for collective bidding decisions move from the public debate and public act, such communication does not neglect only "pre conditions, contents and consequences in the principle of available communication on all thing of public importance" (Marcinkowski, Frank: Politishe Kommunikation und politishe Öffentlichkeit. Überlegungen zur Systematik einer politikwissenschaftlichen Kommunikationsforschung. U: Marcinkowski, Frank (izd): *Politik der Massenmedien*. Herbert Schatz zum 65. Geburtstag. Küln: Herbert von Haler, 2002:224).

/14/ The American writer Chris Hedges, former winner of the Pulitzer Prize,, claims:" Media, church, university, Democratic party, art and worker syndicates – pillars of liberal class- are bought by corporate money and promises that they will be infiltrated close to power circles. Media fed by corporate advertisers and sponsors, during that time make invisible the whole segments of citizens whose misery, poverty of hardship should be, according to principles in the focus of journalism".(Hedges, 2010:10).

/15/ "There have been more things in our lived that destructed our attention, but never have existed the medium programmed to scatter that wide and that persistently such as Networks does". More in: Nicolas Carr,: *Shallow: How the Internet is Changing the Way We Think, Read and Remember*, Helix, Smederevo, 2013.

/16/ The authors make difference between terms " intellectual" and "intelligence" in the following way: in the first case they think of the smaller group of people who contribute creation, transmission and criticism (writers, artists, scientists, philosophers, journalists and similar) while the letter term includes all who are university educated regardless the contribution to community or the way they acquired it.

/17/ Pareto, Vilfredo: *The Mind and Society*, Vol.III, AMS Press, 1935, pg 1429-1430.

/18/ More in: Aracki. Zoran: *New Elite and Their Influence on Media*: Proceedings " Balkan in the Process of Euro-Integration – 20 Years of Transition", ed. Bozic, M., Faculty of Philosophy Nis, Center for Sociological Research Faculty of Philosophy Nis,, pg 229-237.

/19/ Today the 1% of the richest population control 40% of world's wealth, only 10% of the richest manage 85% of world values, while lower 50% has only 1% of world wealth.(More in: Hikel, Christa J.: Brief History of Neoliberalisms (and how it may change), Golden Beams, No. 133/134, Novi Sad 2012).

/20/ The most wanted Austrian boulevard journal, Vienna *Kronene Zeitung*, in the text about Bashar al-Assad troops offensive, from devastated Syrian city Alep, at the end of July 2012, publish photos of a woman carrying a traveling, accompanied by a man with a bay in his hands, The graphic designers changed the background in the way they put the pictures of demolished buildings from the city of Homsa 170 kilometers far away, and when they were criticized they called for "embellishing" of the shooting, jus as Reuters did in 2007 when broadcasted the photo of bombarded Beirut with the smoke over ruins which was montage in the Photoshop!

/21/ This is important because the voters in political campaigns do not recognize political influence and importance for elections as an advertisement. Certain events are staged or time tempered, and media echoing is spreading in all directions. The good example was saving passengers on snowed over highway Novi Sad- Subotica (1/2/2014) when the government of Serbia the first Vice President Aleksandar Vucic by helicopter arrived on the place of drama and from snowed motorcade rescued a child.

/22/ Arnheim, Rudolf:: *Visual Opinion*, University of Art in Belgrade, Belgrade, 1985.

/23/ "The separation of objects from their shells, devastating of aura, is the feature of perception which sense for similarity has very much increased in the world that this similarity, by the help of reproduction is also perceived in unique. Thus in the area of sense perception is manifested what in theory area is perceived as increased importance of statistics. The orientation of reality on masses and masses on it is the event of unlimited far-reaching, both for the opinions and for visual observation" (Benjamin, Walters, Essays, Nolit, Belgrade, 1974:121).

/24/ The authors with *"media subject"* mean every personality, group, community, organization, institution and similar, that performs significant influence on communication flows and contents at any phase of their forming of diffusion.

/25/ By formulations such as "the rumor has it", "people talk about that" or "rumors circulate" a fame provides itself the approach to ears and hearts of people. Rumors as short-term collective event exist only at the time of announcement. (More in: Neubauer,Hans-.Joahim: *Fama- History of Rumors*, Clio, Belgrade, 2010, pg 11).

/26/ For example, ESNP (leading American sports TV network with over 7.000 employees) is 40 billion dollars worth. In comparison , the leading daily paper "The New York Times" (founded in 1851) is estimated on 1,3 billion dollars!

/27/ Stuart Price by it means " the way of thinking about what should be said, then the way of deciding how to say it", (Price, Stuart: *Media Studies*, Clio, Belgrade, 2011, pg. 32).

/28/ The characteristic example is the of Janet Cook, from the Washington Post, who 1981 was awarded the Pulitzer Price for the story "Jimmy's world" in which she described the life of eight year old heroin addict boy. Only two days after big confession it was discovered that the story was invented, and that prominent journalist falsified data from her own biography.

/29/ Virilio, Paul: *War and Cinema: Logistics Perception*, Institute for Movie, Belgrade, 2003,pg79.

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19. Virilio, P.(2003) War and Cinema: Logistics Perception, Institute for Movie, Belgrade

THE IMPACT OF WESTERN MEDIA ON THE DECISION TO INTERVENE IN LIBYA

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Abstract
The paper explains the circumstances which led to protests and riots in Libya in early 2011, as well as the international community decision on lauching a military intervention. It relates the media, public opinion and international intervention by explaining the necessity of shaping public opinion via global media in order to gain the support of worldwide audience for military intervention. The paper presents the results of a study conducted on the daily newspapers The New York Times and The Guardian using the content analysis method, whose basic unit is a single newspaper article. Articles published between Feb 15th and Mar 19th 2011 include topics that are in any way associated with Libya. The study tested balanced and ethical reporting of the events that preceded the international military intervention in Libya, and the results show that the media is always inclined to victims in incidents. Such reporting influences the public opinion and generates support for the interventions that should prevent further civilian casualties.

Keywords: ethical reporting, public opinion, international military intervention, the war in Libya, the Western media

PR MANAGERS' ROLE AND FUNCTION IN MODERN TRADE BUSINESS

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Abstract
The fact that the ex-president of the United States of America has listed the PR management among ten most perspective industries in the world testifies of its huge importance. In modern business Public relations are integral part of business because positive image of the company is the basic condition of the survival on the market. For positive image of the company, a number of conditions have to be satisfied, such as the quality of work, conducting affairs in due time, the price and the relations with employees and clients. But, the most important element is the manager and his quality and knowledge. He is the person who creates the image of the company by closing deals and managing business policy and the company success depends on the quality of his work. Therefore, this thesis deals with the importance of a good PR manager and his characteristics as well as the need for constant education and improvement in the communication field inside and outside of the company.

Keywords: management, manager's qualities, company reputation, public relations

EUROPSKI POSLOVNI STUDIJI

EUROPEAN BUSINESS STUDIES

HOW EUROPEAN CAN WE BECOME? BENEFITS AND THREATS OF EUROPEANIZATION

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Abstract
This paper will question the existence and modes of reinforcement of European identity on the one hand and on the other hand, the criterion of smallness in international politics. Both issues will be correlated by a series of arguments pertaining to particular challenges of reinforcing European identity with small EU Member States such as Croatia and Slovenia. European identity will be discussed from the perspective of the gap between political discourse on the necessity of European identity for the survival of the EU integration project, and the political reality of European public opinion on the sense of belonging to the EU as well as the lack of concrete policies aimed at assisting the EU citizens with developing such sense of belonging. Answers will be offered to the question what »small nation« means in the context of international politics, in particular with regard to world power relations, quality of democracy in the EU, national self-perception, national political elites and neighborly relations. Challenges of small nations in reinforcing European identity will be addressed such as cultural defense instincts, nationalism, unrealistic expectations related to the EU, Europeanization as a one-way process etc.

Keywords: European Union, identity, Europeanization, international relations

EUROPEAN INTEGRATION PROCESSES: SLOVENIA AND CROATIA IN THE CONTEXT OF NEW MIGRATION AND MEDIA CHALLENGES

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Abstract
Declaration of the Council of Europe represents integration as an interactive process which includes immigrants and the native population of a country. First of all, it is a two-way process of adaptation of migrants on the one hand and the majority of the population on the other. Basically, the integration should be the answer to the challenges that they bring with them in contemporary and intensified migration processes which open up new possibilities and potentials of different cultures in society, including migrants' contribution in the new society and fostering original culture, language and customs. Integration as a term is interpreted differently between individuals, institutions and countries within the EU. The existing models of integration in the EU are the following: segregation model in Germany, France assimilation model, and plural – multicultural model in Sweden. All models are focused on establishing equality in the field of fundamental rights, opportunities, and finally the results they achieve. Analysis of the integration process focuses not only on the removal of "obstacles" (language, different customs and practices) but also to establish a balance between the sense of belonging to a new society and respect for cultural differences. The feeling of belonging to domicile population or to different minorities and migrant communities can't exclude each other. The common goal is to establish a dialogue of communication in public space for all. Decisions, strategies and programmes of political and media elites in modern societies have proven to be insufficient to establish social cohesion and balance in practice. Interactive integration into society is possible to realise when integration is accepted from all social actors: migrants, media, politicians, and above all "ordinary" people.

Keywords: migration, media, European Union

TEHNOLOGIJA I NOVI KOMUNIKACIJSKI TRENDOVI U TURIZMU

TECHNOLOGY AND THE NEW COMMUNICATION TRENDS IN TOURISM

DIFFUSE HOTEL AS A TOURISM TREND

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Abstract
In Development Strategy of Croatian Tourism by 2020. it is given the priority to the diffuse hotel in development of private accommodation. This model is characteristic for the historical cores, and it represents a form of integration of accommodation and hospitality facilities. City of Šibenik would be the first city in Croatia that runs such an initiative modeled after the Italian model which operates 62 diffuse hotels. The specificity in communication and business of the hotel of this type is that it is organized in a more interconnected buildings, and tourist can stay in separate accommodation units that are dispersed around the historic core or at a specified micro-destination. Owners of the individual objects create a common management structure. Central reception as a central place communicates and mediates between potential hotel guests and the host, and allows networked system and other services and activities (restaurants, parking, gift shop, tours, camps, ...).
Through diffuse hotel to tourists is provided to stay in authentic local environment and increases the ability to communicate with the local population. Therefore, diffuse hotel is significant from the standpoint of the organization because it creates an experience and allows tourists dynamic stay and the originality of deals.

Keywords: diffuse hotel, integration of capacity, city of Šibenik, organization

1. Uvod

Projekt difuznog hotela je realiziran 2013. godine u gradu Šibeniku, kao prvom gradu u Republici Hrvatskoj s ovakvim tipom hotelskog poslovanja. Integracijom različitim smještajnim i ugostiteljskim kapaciteta, ovaj projekt je usklađen sa Strategijom razvoja grada Šibenika i razvojem poduzetništva u staroj gradskoj jezgri. Iako tradicionalno industrijski grad, Šibenik tek posljednjih nekoliko godina razvija turizam i bilježi povećanje broja noćenja. Realizacijom difuznog hotela povećava se broj smještajnih kapaciteta u samom gradu što rezultira i povećanjem broja turista. Difuzni hotel u staroj gradskoj jezgri je u sinergiji s druga dva projekta: gradskom plažom Banj (prvom gradskom plažom) i ljetnoj pozornici na tvrđavi svetog Mihovila. Glavni je cilj ove vrste hotela staviti u funkciju postojeće smještajne kapacitete, očuvati tradicijsku kulturu i ponuditi turistu autentičan doživljaj.

2. Hotelsko poslovanje

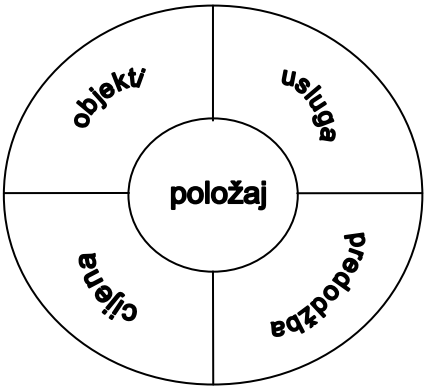
Pojmovi "hotel" i "hotelijerstvo" potječu od francuske rijeci *"hote" (hrv. gost)*, a izvedena je iz latinske riječi *"hostes"(hrv. gost, gostoprimac)*, no u engleskom jeziku riječ*"hospitality"* prevodi se kao usluga smještaja i prehrane, dok je za uži pojam usluga smještaja upotrebljiv pojam *"hotel's industry"*, dok je uži pojam *"catering"* jednoznačan za objekte i usluge vezane samo za usluge prehrane (Galičić et al, 2011). Hotelijerstvo je u suštini dio ugostiteljstva koji se bavi pružanjem usluga smještaja. Hotel je prema WTO-u smještajni objekt u kojem se usluge smještaja pružaju u određenom broju soba (u broju većem od definiranog minimuma) koji pruža određene usluge uključujući posluživanje u sobama (room service), dnevno čišćenje i pospremanje soba i prostorija za osobnu higijenu gostiju koji je kategoriziran prema opremi i uslugama koje nudi te je upravljan od strane jedinstvenog menadžmenta (što vrijedi za veće poslovne sustave odnosno lance hotela).
Hoteli u mnogim zemljama imaju važnu ulogu zato jer nude objekte u kojima se mogu obavljati poslovi, održavati sastanci i konferencije, kao što se u njima može zabavljati i rekreirati. U tom su smislu društvima i privredama hoteli, kao i odgovarajući prijevoz, komunikacije i sustavi distribucije raznih usluga i dobara od presudne važnosti. Hoteli svojom ponudom pridonose ukupnom izlaznom rezultatu dobara i usluga, što čini materijalno dobro stanje naroda i zajednica (Medlik, Ingram, 2002:20).
Hotel prodaje svoje usluge na turističkom tržištu na kojem su potražnja i ponuda odvojena prostorno, te na kojem postoje različite razine prodajnih cijena i troškova iz razloga što sve navedeno zavisi od razine kvalitete usluga hotela i samoj kategorizaciji hotela. Kako bi hotel uspješno poslovao neophodno je osim informacijske i marketing organizacijske službe imati i dobru tehniku poslovanja prodaje i prijemne službe. Da bi se strategija prodaje, inforamacije o dolascima i odlascima, ciljnom segmetnu potrošača načini na koji se vrše rezervacije mogla ostvariti potrebno je slijedeće (Galičić et al 2005):

- definirati organizacijsku strukturu službe marketinga i prodaje,
- definirati koordinaciju s drugim službama u kojima se izvršavaju ostale poslovne funkcije (nabavna, kadrovska, financijsko-računovodstvena, itd.),

- definirati mikroorganizaciju (tehniku i tehnologiju rada),
- definirati asortiman ponude i njegovu dobru promociju.

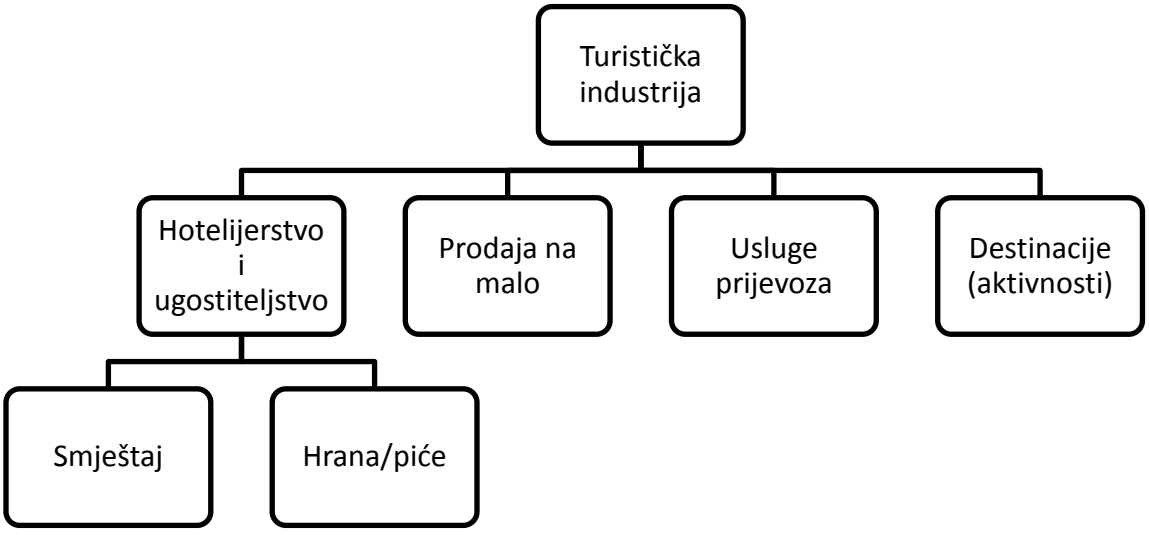
Gledano očima korisnika, hotel je institucija komercijalnoga gostoprimstva koja svoje objekte i usluge nudi na prodaju, pojedinačno ili u raznim kombinacijama. Ta se koncepcija sastoji od nekoliko elemenata (Medlik, Ingram, 2002:28):

- lokacija smještaja hotela zemljopisno u određeni grad, gradić ili selo, unutar određenog područja lokacija upućuje na dostupnost i pogodnost koju ta dostupnost pruža, ljepotu okoliša i privlačnost,
- sadržaji koji uključuju sobe, restauracije, barove, dvorane za sastanke, konferencije i bankete te objekte poput teniskih terena i bazena, čine repertoar objekata namjenjenih da se njima služe gosti, a među sobom se razlikuju po tipu, veličini te na druge načine,
- usluge obuhvaćaju sadržaje koje neki hotel nudi u svojim objektima, njihov stil i kakvoću u pojmovima službenosti, stupnja pozornosti koja se obraća pojedincu, brzini i učinkovitosti,
- image; može se definirati kao način na koji se hotel prikazuje ljudima te način na koji ga ljudi tako prikazanog doživljavaju,
- cijena izražava vrijednost koju hotel daje kroz lokaciju, objekte, usluge i image te zadovoljstvo koje iz tih elemenata hotelske koncepcije izvlače korisnici.



Slika 1. Hotel kao tržišna koncepcija
Izvor: Medlik, Ingram, 2002:29

Smještajna industrija jedan je od segmenata turističke industrije.



Slika 2. Segmenti turističke industrije
Izvor: Hayes, Ninemeier, 2005:4

3. Turističke atrakcije gradske jezgre Šibenika

"Grad morem umivan, suncem grijan, kamenom ovjenčan" kaže se za grad Šibenik. Tek posljednih nekoliko godina grad Šibenik postaje turističkom destinacijom. Tradicionalno industrijski grad (dvije velike tvornice su bile u samom gradu: TEF- Tvornica elektroda i ferolegura i TLM- Tvornica lakih metala), ali grad prepun kulturno-povijesnih spomenika, ugodne mediteranske klime, grad u srcu Dalmacije, grad poznat po brojnim osobama iz sportskog, glazbenog i filmskog miljea (Dražen Petrović, Arsen Dedić, Mišo Kovač, Ivo Patiera, Ivo Brešan, Vinko Brešan, Goran Višnjić,Vesna Parun, Maksim Mrvica, Špiro Guberina, Faust Vrančić, Juraj Šižgorić, Tonko Ninić, Vice Vukov, Dolores Lambaša…), grad poznat po Međunarodnom festivalu djeteta i Dalmatinskoj šansoni, ima sve preduvjete za razvoj turizma.
Šibenik je najstariji grad na Jadranu, nalazi se u zaštićenoj prirodnoj luci na ušću rijeke Krke. Prvi put se spominje 1066. godine u darovnici kralja Petra Krešimira IV., stoga je i poznat kao Krešimirov grad. Prema popisu stanovnika iz 2011. godine ima 46 332 stanovnika.
Povijesni dio grada je Gorica, koja se nalazi od tvrđave sv. Mihovila do kazališta, omeđena na sjeveru sa gradskim zidom, porušenim 1890., odnosno današnjim Starim pazarom (Zenić, 2010:25). U tom povijesnom dijelu Šibenika nalaze se brojni znamenite građevine: Trg Stjepana Držislava, trg Ivana Pavla II, crkva Sv. Duha, palača Zavorović, crkva sv. Ivana, renesansne kuće, crkva sv. Spasa, česma na Maloj loži, najstarija šibenska crkva sv. Krševan, crkva sv. Lovre, samostan sestara dominikanki, samostan sv. Luce, špilja posvećena Gospi Lurdskoj, palača Foscolo…
Dio grada, Dolac, zaštićen dvostrukim bedemima, širio se u 15. stoljeću i izvan zidina pa je krajem 16. stoljeća osiguran gradskim zidom koji se pružao od tvrđave sv. Mihovila do mora (Zenić, 2010:171). U tom dijelu grada nalaze se barokne kuće, crkva i samostan sv. Dominika, crkva sv. Roka, kula Teodošević, kneževa palača, samostan sv. Frane, gradska ribarnica, biskupska palača. U samom centru grada nalazi se Perivoj Roberta Visianija, secesijska zgrada Iljadica, Poljana, spomenik kralju Petru Krešimiru IV i neorenesansna zgrada šibenskog kazališta. Pet je tvrđava u gradu Šibeniku: sv. Ane, sv. Nikole - na ulazu u kanal sv. Ante, tvrđava sv. Ivana, tvrđava Šubićevac, tvrđava sv. Mihovila.
Najznačajnija građevina u gradu Šibeniku je katedrala sv. Jakova, koju je 150 godina gradilo nekoliko genaracija majstora. Na početku gradnje tematska stilska odrednica je bila venecijanska gotika, a gradnja katedrale završila je u izrazito firentinskom renesansnom stilu. Najčešće se spominje kao djelo Jurja Dalmatinca. Tada su nastale pobočne lađe, svetište, apside ukrašene frizom od 74 glave (smatra se da su to portreti šibenčana) i sakristija. Kamen za gradnju dopremao se iz Korčule, Suska, Brača, Raba i Krka. Šibenska katedrala dobila je status zaštićene svjetske baštine pod pokroviteljstvom UNESCO-a 2000. godine (Novak, 2007:292).
U katedrali se nalazi nekoliko grobnica šibenskih biskupa, a posebno se izdvaja kameni sarkofag u kojemu je sahranjen Juraj Šižgorić, šibenski biskup koji se zalagao za gradnju katedrale (Grubišić, 2006:28).
Gradska vijećnica je skladna renesansna građevina iz 1533. godine. Pročelje kata raščlanjeno je u stupovima i u donjem je dijelu ukrašeno balustradom i balkonom (Grubišić, 2006:33).
Šibenik je poznat i po Međunarodnom festivalu djeteta te po Šibenskoj šansoni.
Međunarodni festival djeteta utemeljen je na tri nerazdružive komponente: djetetu, festivalskim zbivanjima i gradu; ta je multimedijalna kulturna manifestacija svojevrsna smotra onog najboljeg u stvaralaštvu za djecu i dječjeg stvaralaštva. Temeljno kulturološko i pedagoško opravdanje Festivala je unaprjeđivanje estetskog odgoja djece i mladeži i razvijanje svih umjetničkih oblika dječje kreativnosti. Zahvaljujući toj stvaralačkoj dimenziji, uz onu prikazivačku, Festival inicira i potiče mnoge ideje u različitim oblicima umjetnosti za djecu i dječjeg stvaralaštva: dramskom, lutkarskom, glazbeno-scenskom, filmskom, literarnom i likovnom (www.mdf-sibenik.com, učitano 24.04.2014.). Festival je prvi put održan 1958. godine .
Festival Dalmatinske šansone postao je jedan od vodećih glazbeno-kulturnih festivala u Republici Hrvatskoj. Festival se sastoji od dvije večeri: Večer starih skladbi i Večer novih skladbi i okuplja veliki broj poklonika šansone.

3. Difuzni hotel u gradu Šibeniku

3.1. Pojam difuznog hotela

Prema talijanskom modelu, gdje djeluje 62 difuzna hotela, u gradu Šibeniku je realiziran projekt difuznog hotela, prvi takve vrste u Republici Hrvatskoj.
Difuzni hotel (raspršeni hotel, disperzivni, horizontalni) predstavlja hotel koji nema smještajne jedinice na jednom mjestu, odnosno u jednom povećem objektu ili zgradi, već su smještajne jedinice raspršene po teritoriju (selu, manjem mjestu) i čine ga zasebne kuće, prvenstveno tradicijsko uređene za smještaj gostiju (http://fdzmb.org/web/?p=387, učitano 04.05.2014.). Ovaj koncept hotelskog poslovanja nastao je u Italiji 1976.

godine pod nazivom albergo diffuse, nakon jakog potresa u pokrajini Friuli. Prilikom obnove kuća u manjim mjestima, nastala je ideja kojom bi se moglo u kućama koje su napuštene dati poticaj za razvoj turizma.
Koncepcijom difuznog hotela čuva se tradicijska arhitektura, iskorištavaju se i jačaju već postojeći resursi predodređeni za turističke usluge (sobe i apartmani u turističkom smještaju), promiče se lokalna kultura jer se gostima nudi doživljaj autentičnog lokalnog iskustva, potiče se lokalno gospodarstvo jer se kroz koncept difuznog hotela umrežava više usluga na teritoriju što omogućuje bolju prodaju. Vrlo važan čimbenik formiranja ovakvog hotela nalazi se u činjenici da se ne vrši pritisak na okoliš zbog gradnje, nadopunjuje se s koncepcijom održivog razvoja jer se za organizaciju hotela koriste već izgrađeni objekti te se na taj način čuva autentično okruženje i krajolik. Turistima se nudi boravak u zasebnim smještajnim jedinicama (sobama, apartmanima ili cijelim kućama) koje su raspršene po gradskoj jezgri ili po čitavoj mikrodestinaciji (selu, više sela, malom mjestu, gradskoj jezgri). Svaka smještajna jedinica drugačije je uređena čime se razlikuje od ostalih, a mogu biti tematski uređene (npr. seoskog stila, renesansnog stila…). Minimum za organizaciju hotela je sedam smještajnih jedinica, dok maksimum nije određen. Hotel ima svoju centralnu recepciju, a raspolaže i centralnim restoranom ili više njih s različitom ponudom. Pored osnovnih usluga smještaja i prehrane, difuzni hotel može sadržavati i paket usluga npr. izlete, turističke vodiče, kampove, wellness, suvenirnice, radionice, parking…(http://fdzmb.org/web/?p=387, učitano 04.05.2014.).

Tablica 1. Razlike standardnog i difuznog hotela

Difuzni hotel	Standardni hotel
- nema ograničenja u prostoru - smještajne jedinice su u različitim zgradama - vlasnička struktura nije ograničena - smještajne jedinice su međusobno različite - recepcija je centralno mjesto za organizaciju aktivnosti - prijateljsko ozračje - autentičnost - utjecaj na razvoj lokalne zajednice.	- ograničen u prostoru - smještajne jedinice se obično nalaze u jednoj zgradi - smještajne jedinice su iste - standardna recepcija- check in, check out - profesionalna usluga - gosti su prepušteni sebi - privatnost - komercijalni trendovi - prodaje svoj paket usluga - nema znatan utjecaj na razvoj lokalne zajednice.

Izvor: Ružić, P., Dropulić, M., 2008.

Kako bi se osnovao difuzni hotel, potrebni su sljedeći elementi (www.albergodiffuso.com, učitano 23.04.2014.):
- kulturni koncept,
- građevine povijesnih vrijednosti,
- postojanje komercijalnih, kulturnih i turističkih usluga,
- prijateljsko ozračje s naglašenim gostoprimstvom,
- poduzetničke aktivnosti organizirane od strane udruga i stanovništva,
- lokalna tradicija.

Prednost difuznog hotela je u (Ružić, Dropulić,2008:11):
- zadovoljni turisti jer su imali ispunjen dan bez prijašnjih obavijesti ili plaćanja unaprijed,
- zadovoljni hotelski vlasnici zbog ostvarenog profita od turističkih noćenja i zato jer su uključili turiste u svakodnevni život grada,
- zadovoljni stanovnici jer su prodali svoje proizvode i upoznali nove ljude.

3.2. Difuzni hotel u staroj gradskoj jezgri Šibenika

Zbog brojnih kulturno-povijesnih spomenika u staroj gradskoj jezgri, velikog broja stambenih objekata koji se mogu prenamjeniti u turističke svrhe te većeg broja ugostiteljskih objekata difuzni hotel u gradu Šibeniku ima preduvjete za razvoj i samim time povećati broj noćenja i dolaska turista u grad.
Sam grad Šibenik ima značajnu ulogu u realizaciji projekta:
- pruža pomoć u osiguravanju prostora za recepciju hotela,
- promovira hotel na sajmovima i web stranicama grada,
- promovira staru gradsku jezgru.

Projekt difuznog hotela je u sinergiji sa aktualnim projektima grada Šibenika: plažom Banj, šetnicom Pekovac-Banj, ljetnom pozornicom sv. Mihovil, kino Odeon-kongresna dvorana, tvrđava sv. Nikole, intermodal-prijevoz morem.
Na području stare gradske jezgre 2013. godine registrirano je 178 kreveta u 49 smještajnih jedinica, a prosječna kategorija objekata je tri zvjezdice.
Cjenovna politika difuznog hotela je takva da se cijene mogu zajednički dogovarati među vlasnicima hotela ili se cijene mogu samostalno postavljati od strane svakog iznajmljivača, pri čemu oni ne gube svoju autonomnost.
Model financiranja šibenskog difuznog hotela je takav da je neprofitna udruga „Raspršeni hotel Šibenik" osnovala d.o.o., a novcem od zarade pokrivaju se troškovi recepcije i financiraju ulaganja u daljnji razvoj. Difuzni hotel u Šibeniku čine iznajmljivači okupljeni u udrugu i privatni iznajmljivači koji sklapaju ugovore s recepcijom i posluju preko nje.
Ministarstvo turizma je prepoznalo ovu inovaciju u turizmu te je posredstvom Turističke zajednice Šibenika dodijelilo financijsku potporu.

4. Zaključak

Zbog nedostatka postojećih hotelskih kapaciteta, nedovoljnog razvijenog turizma i brojnih privatnih smještajnih potencijalnih kapaciteta, difuzni hotel u gradskoj jezgri grada Šibenika ima sve preduvjete za poslovanje. Šibenik ima brojne kulturno-povijesne spomenike i građevine koje predstavljaju važan turistički resurs. Difuzni hotel privatnim iznajmljivačima podiže kvalitetu i pomaže razvoju privatnog smještaja. Tako su se privatni iznajmljivači u staroj gradskoj jezgri Šibenika organizirali u prodaji, rezervacijama, recepciji te ugostiteljskim uslugama. Projekt difuznog hotela kao specifični oblik turističkog poslovanja potiče razvoj poduzetništva i zapošljavanje stanovništva u gradu.Difuzni hoteli stavljaju u funkciju smještajne jedinice kojima se daje nova vrijednost kroz turizam te ih povezuje u jednu cjelinu.
Difuzni hoteli imaju potencijal nastanka i u ruralnim područjima, povezivajući agroturistička gospodarstva u jednu cijelinu. Na taj bi se način promicala i lokalna kultura, a turistima ponudio smještaj u autentičnom okruženju.

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LAWN MAINTENANCE OF BELGRADE HOTELS AND POSSIBILITIES FOR IMPROVEMENT

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Abstract
With the growing economy and improving requirements for environmental aesthetics, people pay more and more attention to the application of ornamental plants. This research examines of landscape practices and especially lawn state and management practices in Belgrade hotel properties. In 2012, 53 certificated hotels are being estimated by lawns as a part of hotel garden concept, which became a very important decoration object. There

are only 50% of hotels with garden, and almost all have lawn as a part of green garden area. The hotel lawn can easily be a great failure if water, light, air and fertilizers are not suitably available. State and management practices of Belgrade hotel lawns are generally poor, and this paper offers some possibilities for their improvement.

Keywords: Belgrade, improvement, hotels, lawns.

Uvod

Zaštita i unapređenje čovjekove okoline je dio općeg napretka koji se ostvaruje neprekidnim razvojem znanosti, tehnologije i kulture. Uslijed brze urbanizacije dolazi do smanjenja zelenih površina, a povećavaju se one pod betonom i asfaltom. Ozelenjivanjem i pošumljavanjem se znatno doprinosi poboljšanju izgleda životne sredine, kao i prečišćavanju zagađenog zraka. Zato je preporuka da se u naseljima vrši ozelenjivanje gdje god je to moguće (Bošković i Božić, 2009).

Hoteli se razlikuju od drugih komercijalnih objekata u naseljima, jer su napravljeni da osiguraju udobnost i usluge „dvadeset četiri sata dnevno, tijekom cijele godine“ (Bohdanowicz, 2005). Lijepo uređene površine oko hotela izazivaju pažnju gostiju i predstavljaju postavku koja ih privlači na ponovni posjet (Schwanke 1997). Omogućavajući stvaranje “impresija u doživljaju posjetilaca” (Schwanke 1997) pejzaž stvara osjećaj lojalnosti kod gostiju. U studiji izvedenoj na 469 čestih korisnika hotelskog smještaja u vezi “najvažnije stvari koju povezujete sa svojim omiljenim hotelom ili po čemu izdvajate najbolji hotel”, 70% ispitanika je navelo hotelske javne površine kao jednu od deset najvažnijih pogodnosti. Ove površine smatraju dijelom “opće arhitekture i uređenja” (Dubé and Renaghan, 1999). Hoteli osim smještaja nude ambijent kojim pokušavaju “izazvati osjećaj blagostanja i uživanja” nudeći “egzotični bijeg” (Ayala, 1991) iz “realnosti svakodnevnog života” (King, 1999).

Uloga travnjaka u ugostiteljstvu je prvenstveno dekorativna, jer pruža ugodan osjećaj gostima i omogućava dodir s prirodom. Travnjacima se smatraju sve zelene površine koje pretežno sadrže trave ili su sastavljene isključivo od vrsta i sorti trava (Simić i Vučković, 2013). U sklopu mnogobrojnih podjela, izdvaja se najširа, koja travnjake dijeli na 3 grupe:

- sportske
- tehničke
- ukrasne

Ukrasni travnjak se definira kao travnjak gustog sklopa, sastavljen od finih, uskolisnih trava (Erić i Bošković, 1998). Takav travnjak ne podnosi gaženje, osjetljiv je na nedostatak vlage i bolesti. Kosi se često i veoma nisko. Viša kategorija ukrasnog travnjaka bi bio luks travnjak, baršunasto zbijene ledine, tipično zelene boje, bez širokolisnih biljaka (Aben and de Wit, 1998). Ovakav travnjak zahtijeva dosta ulaganja pri zasnivanju, kao i redovnu njegu. Pod kvalitetnim biljkama za pojedine tipove travnjaka smatraju se biljne vrste koje održavaju funkcionalnost tog tipa travnjaka na najvišem ili optimalnom nivou (Stavretović, 2008). S obzirom da hotelski travnjaci prvenstveno imaju dekorativnu (ukrasnu) svrhu i da se malo ili uopće ne gaze, za tu svrhu se uglavnom biraju trave lijepe za oko. U tom smislu se i pojam korova (nepoželjnih biljnih vrsta) odnosi ne samo na apsolutne korove, nego i na biljke koje kvare izgled hotelskog travnjaka. Od preko 10 000 vrsta trava (u srednjoj Europi oko 200 vrsta), za ukrasne travnjake je pogodno samo 12-14 vrsta s oko 100 sorti (Čižek *et al*., 2007).

Travnjake oko ugostiteljskih objekata ubrajamo u ukrasne i dijelimo ih prema načinu postanka na prirodne i sijane. U većim gradovima Srbije su sve ovakve površine nastale u potpunosti ili djelomično uslijed intervencije ljudi. Korištenjem novih, selekcioniranih brzorastućih trava, zatravnjena površina se može koristiti već 2 mjeseca nakon sjetve (Bošković i Božić, 2009).

Stvaranje dobrog travnjaka počinje s pravilnom pripremom tla (Hessayon, 2003). Poslije zasnivanja travnjaka je jako važna stalna njega i održavanje travnjaka uz optimum vode, svjetlosti i ishrane (putem gnojidbe), jer nedostatak bilo kog od navedenih činilaca dovodi do velikih oštećenja travnjaka (Harris and Dines, 1998).

U Beogradu se posle 2000. godine naglo razvio turizam, obnovljeni su stari i otvoreni novi hoteli. Povoljan geografski položaj Beograda na raskrižju putova, čini ga značajnom destinacijom za putnike koji obilaze Europu autom, brodom ili vlakom. Također, činjenica da je jedan od najvećih gradova Balkana, privlači sve više gostiju koji traže odgovarajući smještaj. Kongresni turizam, strane filmske, novinske i sportske ekipe, kao i razne turističke manifestacije u okolini pune kapacitete beogradskih hotela. Sve veći broj turista koji prolaze kroz Beograd i kratko se zadržavaju zahtjeva specifična prenoćišta sa skromnom uslugom, ali blizu glavnih gradskih atrakcija. Tako se u hotelijerstvu pojavio novi tip objekata za srpske prilike – hosteli. U Beogradu ima 58 hotela i 85 hostela, a broj turista iz godine u godinu raste. Prema podacima Turističke organizacije Beograda broj turista koji su posjetili Beograd u razdoblju siječanj – kolovoz 2012. godine je porastao za osam posto, dok je broj noćenja veći za devet posto (http://www.tob.rs/sr-lat/index.php). Najbrojniji inozemni turisti su Slovenci, Nijemci, Hrvati, Talijani i gosti iz Bosne i Hercegovine.

Takvi trendovi iziskuju povećanje kapaciteta za smještaj, kao i podizanje kvaliteta usluga za sve zahtjevnije goste. U sklopu sadržaja koji se gostima prilikom smještaja nudi, bitno je okruženje ugostiteljskog objekta. Stoga je cilj istraživanja u ovom radu bio utvrditi stanje i mogućnosti popravke hotelskih travnjaka u Beogradu.

Materijal i metode

Istraživanje stanja i mogućnosti unapređenja travnjaka beogradskih hotela tijekom 2012. godine sproveden je metodom anketiranja. Anketiranje je obavljeno na uzorku od 53 beogradska hotela, različite kategorizacije, kojima je upućen anketni formular sa sljedećim pitanjima:

- imaju li zelene površine oko hotela?
- kolika je veličina zelene površine?
- kakva je struktura biljaka (drvenaste biljke, cvijeće, travnjak)?
- način zasnivanja travnjaka?
- tko je zadužen za održavanje travnjaka?

Po evidentiranju hotela sa zelenim površinama, izvršeno je terensko istraživanje stanja i problema na njihovim travnjacima. Na osnovu utvrđenog stanja, u radu su date glavne travne vrste pogodne za podizanje kvalitetnih ukrasnih travnjaka, način zasnivanja travnjaka i glavne mjere njege i održavanja.

Rezultati rada i rasprava

Od ukupno 58 hotela na širem području Beograda u anketi je učestvovalo 53 hotela. Od tog broja, samo 18 hotela ima zelenu površinu s travnjakom. Površine su uglavnom skromne, ispod 1000 m^2. Prema načinu zasnivanja, travnjaci su nastali direktnom sjetvom (50%) i transplantacijom busena uz dosijavanje (50%). Povoljna okolnost za postojeće travnjake oko hotela je da se o njima brine osoblje zaduženo za taj posao (vrtlari hotela) o čijoj kvalificiranosti za sada nema podataka ili je briga prepuštena specijaliziranim firmama koje osim travnjaka održavaju ukrasne drvenaste biljke i cvijeće.

Tablica 1. Stanje hotelskih zelenih površina u Beogradu

Kategorija hotela	Broj hotela							
	ukupan	sa zelenom površinom	sa zelenom površinom >500 m^2	sa travnjakom	zasnivanje travnjaka direktnom setvom	zasnivanje travnjaka prenošenjem busena	travnjak održava osoblje hotela	travnjak održava specijal. firma
*****	5[a)]	4	4	4	3	1	-	3
****	22	10	2	8	4	4	8	2
***	16	8	4	7	6	1	6	-
**	8	4	1	4	3	-	4	-
*	2	1	1	1	-	-	1	-
UKUPNO	53	27	12	24	16	6	19	5

[a)] jedan od hotela se renovira, tako da su za njega djelomično obrađeni podaci

Oko 50% hotela u Beogradu pripada visokoj kategoriji (četiri i pet zvjezdica, tablica 1) od čega tek polovica ima zelene površine. Uglavnom, te površine su male ili skromne iz objektivnih razloga (hoteli usred urbane jezgre u užem centru grada). Među hotelima koji imaju tzv. vrtove izdvojeni su oni s površinom pod zelenilom koja je veća od 500 m^2. Takve površine se smatraju značajnim za dekorativni aspekt kompletne arhitekture hotela, mada zahtijevaju značajna ulaganja u održavanje. U posljednjim stupcima navedeni su načini održavanja, koje obavlja osoblje hotela ili specijalizirana firma (koja se brine o kompletnom održavanju zelenih površina). S obzirom da nisu dostupne kvalifikacije radne snage koja se bavi održavanjem, specijalizirane firme se smatraju naprednijim i pouzdanijim načinom upravljanja zelenim površinama (Simić i Vučković, 2013).

Posebna pažnja je posvećena pitanju zasnivanja travnjaka ispred hotela, tj. jesu li zatečeni (permanentni) travnjaci, sijani ili zasnovani prenošenjem busena. Od navedenih načina formiranja travnjaka, prenošenje busena je najskuplji i najkvalitetniji način zasnivanja.

Terenskim istraživanjem je utvrđeno nezadovoljavajuće stanje na travnjacima beogradskih hotela. Samo nekoliko hotela visoke kategorije ima travnjak u skladu sa svjetskim standardima. Postoje mnogobrojni problemi vezani za travne površine oko hotela, od trenutka pripreme tla i zasnivanja, do mjera njege i održavanja. Radi

postizanja zadovoljavajućeg izgleda ukrasnog travnjaka oko hotela, potrebno je pažljivo provođenje svih operacija od zasnivanja do košnje.

Zasnivanje travnjaka. Pri zasnivanju travnjaka postoji redoslijed koraka s izvjesnim specifičnostima, određen specifičnošću sjemena trava. Tu se prvenstveno misli na male dimenzije sjemena i osjetljivost klijanaca u prvim fazama razvoja travnog pokrivača (Vučković 2004). Prije obrade tla i same pripreme za sjetvu travnjaka oko hotela, moraju se ukloniti korovi, mehanički (čupanjem ili košnjom i kemijskim putem (herbicidima, uz obavezno poštovanje vremenskog razdoblju djelovanja preparata). Površinski sloj tla se očisti od kamenja, drveta i drugih većih predmeta. Obrada tla se izvodi na dubinu od 20-30 cm. Optimalna pH vrijednost tla treba da je između 5,5 i 6,5. Potreban površinski rastresiti sloj mora biti debljine od bar 8-12 cm, tako da voda može lako prodrijeti kroz njega. Istovremeno, sustav odvođenja viška vode na tlu mora ispravno funkcionirati. Na kraju, prije same sjetve, tlo se izravna i blago povalja (Simić i Vučković, 2013).

Najbolji, ali i najskuplji način pripreme tla je donošenje i nasipanje sloja humusnog, plodnijeg i nezakorovljenog tla s oranice u dubini 20 do 30 cm. Pri nasipanju humusnog tla, osnova-zdravica se mora obraditi, rastresti frezom (na većim površinama) ili ručno-štihačom (na manjoj površini). Ako ne možemo donijeti i nasuti humusno tlo sa strane, bilo zato što je skupo, ili pogodnog tla za nasipanje nema u blizini, onda popravljamo postojeće tlo - zdravicu. Frezom ili ručno, štihačom obradimo tlo, te se u predsjetvenoj pripremi unose mineralna gnojiva.

Značajna osobina trava koja diktira njihovu primjenu za različite tipove travnjaka je busanje (Erić i Bošković, 1998). Ova karakteristika je najvažnija za dobivanje gustog, elastičnog i čvrstog travnjaka. To je pojava da se od jednog sjemena dobije više stabljika vegetativnim razmnožavanjem. Prema načinu busanja imamo trave zbijenog busa ili tzv. buket tip (Stavretović, 2008) i trave rastresitog busa, koje se razmnožavaju stolonima i rizomima. Postoji i prijelazni tip busa, kao kod engleskog ljulja (*Lolium perenne*), gde se formiraju kratke podzemne stabljike pa je dobiveni travnjak lijepog izgleda i pogodan za gaženje. Vrste koje daju najveći broj izdanaka-vegetativnih stabljika su iz rodova rosulja (*Agrostis),* vlasulja (*Festuca)* i vlasnjača (*Poa).* Manje izdanaka daje engleski ljulj ali je i pored toga prisutan u skoro svim travnim smjesama, zbog brzog porasta poslije nicanja i prilagođenosti raznim uvjetima sredine.

Trave se razmnožavaju stvaranjem buseva iz donjih nodija stabljike (Erić i Bošković, 1998). Taj proces je najintenzivniji tijekom jeseni, zime i proljeća. Kada dnevne temperature porastu u proljeće, počinje intenzivni rast izdanka, koji uz busanje doprinosi gustoći travnog pokrivača. Presudna je ipak gustoća busa, jer kasniji porast trava ne može nadoknaditi manju početnu gustoću. Dobro njegovan kvalitetni travnjak zahtjeva detaljno poznavanje busanja svake od zasijanih ili postojećih trava na travnjaku. Osim prirodnih faktora (tlo, vremenski uvjeti), na busanje utiču mjere održavanja: gnojidba dušičnim gnojivima, visina i učestalost košnje, aeracija, vertikutacija.

U Europi se primjenjuje sjetvena norma travnih smjesa za guste travnjake hotela od 25 do 35 g m^{-2} (Bohdanowicz, 2005). Pri sastavljanju smjesa za sjetvu se treba pridržavati pravila da su uskolisne trave namijenjene za najkvalitetnije travnjake. Tu spadaju nacrvena i ovčja vlasulja, livadna vlasnjača i rosulje. Ove tzv. luksuzne trave imaju sporo nicanje, nekompetitivne su u početnim fazama razvoja, te je njihov travnjak izložen opasnosti od zakorovljavanja. Konkurentne trave brzog porasta ulaze u smjese u manjem postotku. Engleski ljulj kao tipična vrsta iz ove grupe se zato koristi i za nadosijavanje prorijeđenih travnjaka ili popunjavanje praznih mjesta (Elinc, 2010). Također, pravilo je da se u smjesama kombiniraju trave sa zbijenim busom uz trave rastresitog busa (rizomske i vrste sa stolonima). Tako se formira dobra struktura travnjaka, s obzirom da trave zbijenog busa ostavljaju slobodna mjesta između busena.

Direktna sjetva trave. Sjetva se obavlja u pogodnom vremenskom razdoblju, na suhom i pripremljenom tlu. Optimalno razdoblje za uvjete Srbije je u razdoblju od početka travnja do kraja rujna, s tim što je za sjetvu u ljetnom razdoblju potrebno osigurati obilno navodnjavanje (Stavretović, 2008). Prema namjeni korištenja travnjaka oko hotela, kao i načina održavanja se biraju odgovarajuće vrste i smjese trava. Sjetva se može obaviti ručno (omaške) i mehanizirano, što ovisi o veličini parcele i mogućnosti mehanizacije.

Na manjim površinama preporučuje se sjetva omaške ili presađivanje busena. Kako bi se ravnomjerno posijalo sjeme trave, potrebno je podijeliti količinu sjemena na dva jednaka dijela. Svaki dio se može pomiješati s finim bijelim pijeskom. Jedna polovina se sije po dužini zemljišta u nekoliko prohoda u zavisnosti od širine parcele, dok se drugi dio sije poprečno preko prvog dijela (Simić i Vučković, 2013). Pokrivenost parcele je markirana upotrebom pijeska, što je naročito važno pri korištenju sitnog sjemena vrsta iz roda rosulja (*Agrostis*). Mehanizirana sjetva na većim površinama se uglavnom obavlja specijalnim sijačicama podešenim za sjetvu sitnog sjemena ili specijalno konstruiranim strojevima za ovu namjenu. Uslijed različite veličine sjemena trava pri sjetvi travnih smjesa, također se može obaviti unakrsna sjetva i pri mehaniziranoj sjetvi, podjelom sjemena na dvije frakcije – krupnu i sitnu, te sjetvom u različitim pravcima.

Posle sjetve, sjeme se pokriva zemljom tako da se gornji sloj lagano prevuče grabljama na manjim površinama. Debljina sloja tla iznad sjemena zavisi od njegovih dimenzija, pa se kreće od 0,5 mm kod rosulja do 2 cm kod krupnosjemenih trava.

Obavezna mjera pri sjetvi trava, bilo pri ručnoj ili mehaniziranoj sjetvi, kao i pri presađivanju busena je lagano valjanje kako bi se osigurao dobar kontakt sjemena s tlom ispod njega. Preporuka je da se poslije sjetve obavi zalijevanje, a naročito je pogodno ako se na zalijevanje nadoveže kišno razdoblje s prirodnim režimom padalina. Početna zalijevanja nakon sjetve se izvode pažljivo, uslijed opasnosti od ispiranja sjemena trava.

U odnosu na druge načine zasnivanja, prednost direktne sjetve trava je što predstavlja najjeftiniji način formiranja travnjaka; može se napraviti smjesa koja će odgovarati uvjetima konkretnog travnjaka; zahvaljujući dugotrajnoj klijavosti sjemena, može se podešavati optimalno vrijeme sjetve; busovi se razvijaju u okruženju u kojem mogu opstati.

Nedostaci ovakvog načina zasnivanja travnjaka su što je busanje sporo; postoji mogućnost ispiranja sjemena na nagibima; potrebno je razdoblje od 9 do 12 mjeseci da bi travnjak bio upotrebljiv; podizanje travnjaka je delikatan posao uz opasnosti od truljenja sjemena, borbe s korovima, lošeg vremena u razdoblju nicanja i oštećenja od ptica; tlo mora biti idealno pripremljeno, uz odgovarajuću vlažnost pri nicanju sjemena.

Postavljanje travnih tepiha-busena. Za kvalitetne travnjake oko hotela, gdje nije moguće čekati da se tek zasijana površina pretvori u lijep i gust travnjak, formira se gotov travnjak pažljivim postavljanjem pripremljenih rolni travnatog tepiha. Veoma brzo se ovaj način zasnivanja travnjaka proširio u svijetu, a zadnjih godina i kod nas (Erić i Bošković, 1998). Sastoji se u skidanju posijane trave specijalnim strojevima i prenošenju urolane na željenu površinu. Isporučuje se u trakama različite dužine (npr. 40x125 cm, 30 x100 cm), smotanim u rolne. Na osnovu dimenzija isječenih travnih tepiha se preračunava potreban broj za pokrivanje površine oko hotela. Debljina rolne je do 3 cm i korijen trave treba biti dobro isprepletan dajući čvrst busen, radi sprečavanja pucanja tepiha i otpadanja tla oko korijena (Simić i Vučković, 2013).

Iako skup način, prednost travnih rolni su što je travnjak odmah upotrebljiv, a nakon nekoliko tjedana sposoban za sva opterećenja; troškovi njege su smanjeni na minimum, jer je travnjak čist od korova, potpune gustoće sklopa, na humusnoj podlozi; travni busen filtrira zagađeni zrak i proizvodi kisik, tako da 250 m^2 travnog tepiha proizvodi kisika za četveročlanu obitelj (Čižek *et al*., 2007); gaženje je dozvoljeno mnogo ranije u odnosu na sijani travnjak.

Nedostaci pri postavljanju travnih rolni, tj. travnih tepiha su u većim troškovima zasnivanja; ograničen je broj vrsta i sorti pogodnih za proizvodnju busena; nedostaje kvalitetan busen na tržištu, uslijed malog broja iskusnih proizvođača; busen mora biti postavljen u kratkom vremenskom razdoblju poslije sječenja; postoji opasnost od nekompatibilnosti tla na kome je uzgojen busen i onog na koje je presađen.

Ne upotrebljavaju se busenovi s prirodnih travnjaka uslijed devastacije životne sredine, a uz to, takav busen nosi rizik zakorovljavanja hotelskog travnjaka. Postavljanje busena je moguće tokom cijele vegetacijske sezone ako postoje uvjeti za navodnjavanje. Najbolje razdoblje je u proljeće i jesen, jer ima vlage i temperature su umjerene. Tlo mora biti pripremljeno kao i za sjetvu trava, očišćeno od korova i poravnato. Po postavljanju busena vrši se obilno navodnjavanje a kada se prosuši, valja se lakim valjcima.

Navodnjavanje. To je neophodna mjera za održavanje kvalitetnog travnjaka i obično se vrši tijekom cijele vegetacijske sezone od proljeća do jeseni. Pravilo za uspješno održanje ukrasnog travnjaka je obilnije navodnjavanje, a u rjeđim vremenskim razmacima. Ovo potiče razvoj dubokog, snažnog korjenovog sustava trava. Nasuprot tome, česte i male norme vode kod navodnjavanja potiču razvoj plitkog i nedovoljno razvijenog korjenovog sustava. Najbolje vrijeme za natapanje travnjaka je večer, kada je isparavanje vlage najmanje, s obilnijim količinama vode u rjeđim intervalima.

Njega travnjaka. Održavanje travnih površina oko hotela je najvažnija mjera za čuvanje i dugotrajnost kvaliteta. I najkvalitetniji travnjaci postaju loši uslijed slabog održavanja, kao i što loši travnjaci mogu postati kvalitetniji dobrim upravljanjem.

Gnojidba travnjaka. Ova mjera njege se zasniva na unošenju hranjivih elemenata značajnih za biljke. Prije određivanja količine gnojiva koje će se upotrijebiti, obavezno se radi kemijska analiza tla. Na osnovu toga vidimo koji su od biogenih elemenata (N, P i K) u nedostatku. Najvažniji element za brz razvoj i busanje trava je dušik. Stanje tla tijekom godine se mijenja ispiranjem ovog hraniva ili usvajanjem od strane trave. S njegovom primjenom na travnjaku treba biti oprezan jer pretjerane količine mogu izazvati oboljenja trava ili propadanje u hladnim zimskim uvjetima. Za ukrasne travnjake postoje specijalne formulacije dušičnih gnojiva koja se sporo razlažu, s obzirom da se ovaj element najlakše ispire u tlu. Zato je neophodno dopunsko prihranjivanje travnjaka u skladu sa sljedećom tablicom:

Tablica 2. Norme za prihranjivanje (kg/ha/godina) (Bošković i Božić, 2009)

Novi travnjak prije sjetve	**Ukrasni travnjak**	**Travnjak za igru**
Dušik (N)	25	25
Fosfor (P)	50	50
Kalij (K)	100	100
Novi travnjak poslije sjetve		

Dušik (N)	20	20
Fosfor (P)	10	25
Kalij (K) u listopadu	20	50
Postojeći travnjak		
Dušik (N)	60	240
Fosfor (P) u listopadu	20	35
Kalij (K) u listopadu	40	80

Grabljanje i aeracija. Grabljanje travnjaka je jednostavna mjera kojom se odnosi zaostala trava poslije košnje kao i odumrli donji listovi, koji stvaraju nepropustan sloj na površini tla („thatch“). Na većim površinama travnjaka oko hotela se može primijeniti specijalni stroj – vertikut, koja prosijeca tlo na razmaku od 5 cm i na dubinu od nekoliko cm (Simić i Vučković, 2013). Time se suzbijaju korovi i kupi sloj organske tvari od odumrlog lišća. Uslijed gaženja, kiše i navodnjavanja, tlo na travnjaku se zbija, pa je onemogućen normalan rast i razvoj korijena, što se odražava i na nadzemni dio trave. Trava je u uvjetima manje zbijenosti nježna, prorijeđena, dok uslijed velike zbijenosti potpuno propada. U cilju sprječavanja pretjerane zbijenosti vrši se aeracija, prozračivanje tla bušenjem i vađenjem čepova.

***Borba protiv korova i štetočinja*.** Neophodna je stalna borba protiv korova radi održanja lijepog izgleda travnjaka oko hotela. Neki od širokolinih korova se razvijaju iz sjemena koje donosi vjetar ili čovjek, drugi se šire iz rizoma ili stolona. Najčešći korovi ukrasnih travnjaka su maslačak, trputac, dobričica, čestoslavica, zubača, pirevina, divlji sirak, koštan, mišjakinja, jednogodišnja vlasnjača i mahovina. Pojedini se mogu uspješno suzbiti herbicidima, ali se dobar dio mora mehanički uklanjati više godina i sistematski suzbijati prije stvaranja sjemena. Najčešća štetočina koja može ozbiljno oštetiti travnjak je krtica, čije gomile zemlje nastale bušenjem hodnika – krtičnjaci, uništavaju travnjak. Na travnjacima hotela se mogu javiti bolesti uslijed nepravilnog održavanja. Ispoljavaju se „otocima“ promijenjene boje na travnjaku, žutilom trave i uvenućem (Čižek *et al*., 2007).

Košnja. Među najvažnije mjere održavanja na travnjaku spada redovita košnja na određenu visinu. Česta i niska košnja pospješuje busanje i gustoću pokrova, ali negativno utiče na opći rast trave, na razvoj korjenovog sistema i lisne mase. To onda vodi u prorjeđivanje i propadanje travnjaka. Po pravilu, ne bi trebalo kositi više od jedne trećine površine lista. Za košnju se koriste rotacione i cilindrične kosilice. Noževi kosilice moraju biti oštri, jer u suprotnom trava nema lijep izgled i boluje nekoliko dana poslije košnje. Sezonu košnje je potrebno završiti košnjom trave 10 dana prije nego što padne prvi snijeg.

Tablica 3. Visina košnje hotelskog travnjaka prema namjeni (Čižek *et al*., 2007)

	visina košenja (cm)
prva košnja	6-8
ukrasni travnjaci	3
travnjaci za igru	4

Druge aktivnosti na održavanju travnjaka. Dobro održavanje hotelskog travnjaka uključuje angažiranje kompletne infrastrukture, kako ljudstva, tako i mehanizacije tijekom cijele godine (Mitrakis, 2009). Rezultat svih poduzetih mjera, čak i kada je travnjak u prividnom mirovanju tijekom hladnog razdoblja godine, trebao bi se pokazati u lijepom izgledu ujednačenog hotelskog travnjaka. Uobičajene aktivnosti na kvalitetnom travnjaku se obavljaju u godišnjim ciklusima (tablica 4).

Tablica 4. Kalendar najvažnijih aktivnosti na hotelskom travnjaku (Erić i Bošković, 1998)

siječanj	dodavanje kalija ako je nivo pH veoma nizak
travanj	prvo prihranjivanje travnjaka dušičnim gnojivom
travanj	početak sezone košnje (dva puta tjedno tijekom cijele vegetacijske sezone trava)
svibanj-kolovoz	„pročišćavanje“ gornjeg sloja travnjaka skidanjem nepropusnog sloja mrtve trave i po potrebi podsijavanje trave na praznim mjestima ili busenovanje
travanj-rujan	navodnjavanje po potrebi
rujan	prihrana, s većim udjelom kalija i fosfora, a manjim udjelom dušika u gnojivu

Zaključak

Na osnovu ispitivanja travnjaka hotela u Beogradu, mogu se izvesti sljedeći zaključci:

- i pored velikog broja visokokategoriziranih hotela, beogradski hoteli imaju deficit zelenih površina (ima ih tek oko 50% objekata)
- skoro svi hoteli sa zelenom površinom, u sklopu tzv. vrtovi, imaju travnjak
- manje od polovice hotela ima značajniju površinu od preko 5 ari pod travom
- osim manjeg broja hotela koji koriste zatečeni travnjak, najveći broj je zasnovan direktnom sjetvom trave. Najzahtjevnije i najskuplje travnjake zasnovane busenom ima 6 hotela
- briga oko održavanja travnjaka je uglavnom povjerena osoblju hotela, mali broj hotela više kategorije je tu dužnost prepustio specijaliziranim firmama
- stanje hotelskih travnjaka u Beogradu je nezadovoljavajuće, te se predlaže niz mjera (od zasnivanja do održavanja travnjaka) za unapređenja ovog važnog aspekta pejzažne arhitekture hotela.

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APPLICATION OF WEB MARKETING IN PROMOTION OF CONTINENTAL TOURIST DESTINATION

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Abstract

Promotion of tourist destinations in the modern tourist market is impossible without the use of internet marketing, whose essence is web marketing. Previous studies of consumer behavior in selecting tourist destinations for holiday and travel indicated the importance of the content posted on the websites of tourist destinations. The subject of this research is the implementation of web marketing in the promotion of continental

tourist destinations for example of the Brodsko-posavska county. To evaluate the use of web marketing in the promotion of tourist destinations a content analysis was used. The websites of tourist offices, hotels and travel agencies were evaluated. The research shows the lack of tapping the full potential of web marketing in the promotion of analyzed tourist destinations.

Keywords: Internet marketing, web marketing, promotion, tourist destination, content analysis

1. UVOD

Aktualni trendovi u turizmu obilježavaju turista kao aktivnog istraživača u procesu izbora destinacije za putovanje i odmor, traganju za mogućnostima dolaska u destinaciju, izboru smještaja i sadržaja same destinacije. Danas Internet, kao globalni sustav za umrežavanje ljudi i poslovnih subjekata, ima neprocjenjivu ulogu u turizmu. Informacije koje su potrebne aktualnim i potencijalnim klijentima, posrednicima i partnerima konstantno su i lako dostupne te zbog toga Internet predstavlja moćan komunikacijski kanal koji efikasno povezuje turističku ponudu i potražnju.

Razvoj informacijsko-komunikacijske tehnologije omogućio je nositeljima turističke ponude, posrednicima i turističkim destinacijama prezentaciju vlastitih proizvoda i sadržaja atraktivnih turističkom tržištu. U globalnoj konkurenciji implementacija internetskog marketinga koji se temelji na primjeni internetskih servisa postala je *conditio sine qua non* suvremenog poslovanja na turističkom tržištu. Srž takvog suvremenog pristupa predstavlja primjena web marketinga koji svojim osobitostima snažno utječe na tržišnu komunikaciju. Pravilnom upotrebom i iskorištavanjem potencijala web marketinga ostvaruju se brojne prednosti za nositelje turističke ponude, ali i turističku destinaciju u cjelini koja se na učinkovit način može predstaviti i pozicionirati na turističkom tržištu.

Svrha rada je prikazati značaj web marketinga u promociji turističke ponude destinacije te analizirati sadržaj web stranica turističkih subjekata na primjeru kontinentalne destinacije. Naime, Hrvatska je poznata po svojem turizmu s koncentracijom duž obale unutar sedam priobalnih županija (Istarska, Primorsko-goranska, Ličko-senjska, Zadarska, Šibensko-kninska, Splitsko-dalmatinska i Dubrovačko-neretvanska), pa je poseban istraživački interes probudila primjena web marketinga u kontinentalnim županijama koje se nastoje što bolje pozicionirati na tržištu ruralnog i kontinentalnog turizma. Prethodna istraživanja naznačila su postojanje razlike u sadržaju objavljenom na web stranicama turističkih zajednica priobalnih i kontinentalnih županija u Republici Hrvatskoj, pri čemu turističke zajednice priobalnih županija objavljuju veću količinu informacija na svojim web stranicama od kontinentalnih županija. [117] Od četrnaest kontinentalnih županija (Zagrebačka, Krapinsko-zagorska, Sisačko-moslavačka, Karlovačka, Varaždinska, Koprivničko-križevačka, Bjelovarsko-bilogorska, Virovitičko-podravska, Požeško-slavonska, Brodsko-posavska, Osječko-baranjska, Vukovarsko-srijemska, Međimurska i Grad Zagreb)[118] kao primjer za analizu odabrana je Brodsko-posavska županija zbog svojih mnogobrojnih prirodnih i kulturnih resursa koji predstavljaju potencijal razvoja turizma.

Da bi se ispunila svrha istraživanja, provedeno je istraživanje u dvije faze. Najprije su utvrđene prethodne spoznaje o primjeni web marketinga u turizmu, a potom je izvršeno empirijsko istraživanje primjenom znanstvene metode analize sadržaja web stranica turističkih zajednica, turističkih agencija i nositelja smještaja u Brodsko-posavskoj županiji.

Sadržaj rada je podijeljen u četiri dijela. U uvodnom dijelu rada navodi se problem i svrha istraživanja te se ističe struktura rada. Drugi dio predstavlja teorijski okvir istraživanja sa ciljem pregleda dosadašnjih istraživanja ne bi li se definirali ključni pojmovi i razradio koncept istraživanja, temeljen na dosadašnjim znanstvenim naporima. U trećem su dijelu prikazani metodologija i rezultati provedenog empirijskog istraživanja primjene web marketinga na primjeru Brodsko-posavske županije da bi se mogao donijeti, u četvrtom dijelu, zaključak rada uključujući ograničenja istraživanja, prijedloge unaprjeđenja zainteresiranim dionicima te prijedlog budućim istraživačima.

2. ULOGA INTERNETA U PROMOCIJI TURISTIČKE DESTINACIJE

Različiti su autori nastojali dati sveobuhvatnu definiciju turističke destinacije te se slijedom proučavanja literature domaćih i stranih autora, uzima kao primjerena definicija turističke destinacije koja ju

[117] Lončarić, D., Bašan, L., Jurković, M.: *Destination marketing on the web: Content analysis of Croatian DMOs' websites*, Treća PAR međunarodna znanstveno-stručna konferencija o leadershipu PILC 2014, Opatija, 5. - 7. 3. 2014. , Zbornik radova PILC 2014, Opatija, 2014 (u pripremi)

[118] Ministarstvo Uprave, Popis županije, gradova i općina, http://www.uprava.hr/default.aspx?id=11843 16.svibnja 2014.

opisuje kao turističko organiziranu i tržišno prepoznatljivu prostornu jedinicu, „koja skupom svojih turističkih proizvoda potrošačima nudi cjelovito zadovoljenje turističke potrebe“[119]. Važno je uočiti da definicije turističke destinacije ne ocrtavaju njene geopolitičke granice, niti definiraju njenu veličinu; ono što nominira jednu prostornu jedinicu za postati turističkom destinacijom jest njena sposobnost privlačenja turista i cjelokupno zadovoljenje turističkih potreba. Novi trendovi „nameću odmak i tranziciju od klasičnog tehničkog poimanja destinacije s aspekta njenih sadržaja i kapaciteta ka poimanju destinacije kao integralnom identitetu i portfoliju doživljaja promatrane lokacije odnosno prostora, koji u sebi sadrži potencijal obećanja i organizacijski napor da ih konceptualno i standardizirano isporuči turistima sukladno iskomuniciranom“[120].

Na globalnom turističkom tržištu pojavljuju se brojne destinacije koje međusobno konkuriraju svojom ponudom. Kako bi ostvarile konkurentsku prednost, nužno je da se destinacije diferenciraju od konkurencije jedinstvenošću ponude koja kod turista izaziva pozitivne asocijacije i osjećaje. Pri tome komunikacija sa tržištem ima važnu ulogu. Informacijama koje se plasiraju na tržište kreira se željena pozicija i učvršćuje imidž destinacije. Zato dužnu pažnju, osim oblikovanju integralnog proizvoda destinacije, treba posvetiti i promociji destinacije.

Uvažavajući činjenicu da je turistička ponuda karakteristična zbog svoje heterogenosti, što se može uvidjeti u brojnosti nositelja marketinških aktivnosti u turizmu (individualna gospodarska poduzeća, neprofitne organizacije, turističke destinacije, države) [121] te potrebu da potencijalni turist doživi destinaciju kao jedinstvenu cjelinu, nameće se nužnost sudjelovanja većeg broja subjekata u promociji turizma destinacije. Važnu ulogu u promociji turističke ponude destinacije imaju destinacijske menadžment organizacije (DMO), ali i poduzetnici - nositelji turističke ponude. Glavna funkcija organizacija destinacijskog menadžmenta je u tome da su odgovorne za marketing svojih odredišta.[122] U mnogim zemljama ulogu destinacijskih menadžment organizacija preuzele su nacionalne, regionalne i lokalne turističke organizacije, u Hrvatskoj utjelovljene u turističkim zajednicama. Osim turističkih zajednica u promociji sudjeluju i drugi nositelji marketinških aktivnosti u turizmu. Za potrebe ovog rada koji je usmjeren na ulogu interneta u promociji turističke ponude destinacije uzete su u razmatranje turističke zajednice, nositelji smještajne ponude i turističke agencije.

Osim tradicionalnih marketinških alata koji se primjenjuju u promociji turističkog proizvoda, suvremeni trendovi nameću neophodnost implementacije informacijsko-komunikacijske tehnologije u komunikaciji s tržištem. Primjena Internet marketinga u turizmu ima mnogo prednosti kao što su dostupnost, praktičnost, interaktivne komunikacije, i bez ograničenog korištenja u vremenu.[123]Veliku prednost koju nudi tehnologija očituje se u mogućnosti da svaka destinacija može konkurirati na globalnom tržištu zahvaljujući prisustvovanju na globalnoj mreži, stoga primjena internet marketinga u promociji turističkog proizvoda destinacije postaje imperativ.

Internet marketing predstavlja „aktivnost tržišnih subjekata na virtualnom tržištu, kojom se uz korištenje suvremene informacijske tehnologije prepoznaju potrebe potrošača, komunicira s tržištem i plasira ponuda.“[124] U literaturi se osim pojma Internet marketing kao sinonimi koriste online marketing, digitalni marketing i web marketing.[125] Rita[126] objašnjavajući razliku između elektroničkog poslovanja i elektroničke trgovine navodi da elektroničko poslovanje uključuje elektroničku trgovinu i Internet marketing, koji pak obuhvaća promociju i privlačenje prometa na web stranice putem web marketinga (strategija privlačenja) i e-mail marketing (strategija guranja). U fokusu ovog istraživačkog rada nalazi se web marketing u funkciji promocije ponude turističke destinacije.

Korištenjem web marketinga nositelji marketinga mogu smanjiti troškove za marketing, unaprijedivši svoj položaj na tržištu. Budući da je glavni faktor za odabir destinacije informacija, jasno je da današnji putnik informacije o odredištima pronalazi na Internetu te je presudno da iste dođu do svojih korisnika, sadašnjih ili budućih. Iako neka istraživanja pokazuju da web stranice nisu najvažniji izvor informacija pri odabiru destinacije, jer turisti primarno odabiru destinaciju na osnovi prijašnjeg iskustva ili preporuke prijatelja[127], ne može se osporiti značaj Interneta u komunikaciji s tržištem. Naime, osim osobnih izvora suvremeni turisti, posebno oni mlađe životne dobi, uobičajeno koriste Internet kao izvor informacija o turističkoj ponudi

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[119] Križman Pavlović, D., Živolić, S. *Upravljanje marketingom turističke destinacije: stanje i perspektive u Republici Hrvatskoj*, Ekonomska istraživanja, vol. 21, 2008, str. 99

[120] Jurin, E. "*Pametne" turističke destinacije- okvir za razradu modela implementacije*, Acta Turistica Nova, vol. 2 sv. 1, 2008, str. 123-143

[121] Križman Pavlović, D., Živolić, S. Ibidem, str. 100

[122] Elbe, J., Hallén, L. and Axelsson, B., *The destination-management organisation and the integrative destination-marketing process*, International journal of tourism research, vol. 11, n. 3, str.283–296.

[123] Kim, Y.H., Yuan, Y., Goh, B.K., Antun, J.M. "Web Marketing in Food Tourism: A Content Analysis of Web Sites in West Texas" Journal of Culinary Science & Technology vol 7, n. 1, 2009. 52-64

[124] Grbac, B.: *Načela marketinga*, Sveučilište u Rijeci, Ekonomski fakultet Rijeka, Rijeka, 2007., str. 276

125 Miller, M.: *The Ultimate Web Marketing Guide*, Pearson Education, Indianapolis, 2011., str. 9

126 Rita, P.: *Web Marketing Tourism Destinations* ECIS 2000 Proceeding, 2000, Paper 120, http://aisel.aisnet.org/ecis2000/120

[127] Jacobsen, J. K.S., Munar A.: *Tourist Information Search and Destination Choice in a Digital Age* Tourism Management Perspectives, 1 (January), 2012., str. 39-47

destinacije. On je danas najvažniji komunikacijski kanal putem kojega nositelji turističke djelatnosti u destinaciji trebaju informirati turiste i poslovne partnere o ponudi u destinaciji. Dužnu pažnju treba posvetiti funkcionalnosti i sadržaju web stranica, koji predstavlja kritični faktor uspjeha i pomaže privlačenju većeg broja turista[128]. S obzirom na rastuću količinu informacija dostupnih na Internetu, kao i veliki broj destinacija koje konkuriraju na turističkom tržištu od velike je važnosti kreirati uvjerljive web stranice koje mogu pomoći turistima da se informiraju o destinaciji i oblikuju snažan stav o njoj[129]. Pri tome valja voditi računa o sadržaju koji se prezentira, odnosno o količini informacija. Naime, što je niža razina destinacije, turisti traže specifičnije informacije o ponudi, dok je na nacionalnoj razini web stranica u funkciji projekcije imidža[130].

Akademska zajednica počela je s proučavanjem efektivnosti web sadržaja 1998.godine[131] temeljem njegove funkcionalnosti i korisnosti. Nakon toga, mnogo je radova analiziralo web sadržaje unutar turističkog i hotelskog područja djelovanja: do 2009. godine objavljeno je 75 radova koji pojedini znanstvenici smatraju relevantnim[132]. Radovi su analizirani prema sljedećim karakteristikama: godina publiciranja, industrijski sektor, geografsko područje, metoda istraživanja, ciljni uzorak istraživanja, instrument, procjena/mjerenje, ovisna i neovisna varijabla te jedinica analize. Iz danog popisa vidljivo je da su najzastupljenije web stranice uzete u analizu one hotelskih i smještajnih objekata. To se može objasniti činjenicom da se hotelsko-ugostiteljska industrija najprije pojavila na stanicama putničkih agencija i prijevoznika, a sada otvara neke od najprivlačnijih, najpraktičnijih i najinformativnijih stranica na Internetu[133].

U prethodnim istraživanjima[134], identificirana su pet mjerila za ocjenu korisnosti web stranica: učitavanje stranice (*dowload delay, access speed*), navigacija/organizacija (*navigation/organization*), interaktivnost (interactivity, customization), odaziv (*responsiveness: feedback and FAQ*) i sadržaj informacija (*information content*). Drugi autori[135] pak su dokazali važnost četiri ključne dimenzije B2C (*Business-to-customer*) web stranica: na prvom mjestu je informacijski sadržaj (*information content*), zatim dizajn (*design*), sigurnost (*security*) i privatnost (*privacy*). Sadržaj web stranica, kao i dizajn, predstavljaju temelj za marketinške aktivnosti, budući da oni povećavaju kvalitetu proizvoda i usluga koje se nude turistima, kao i unaprjeđenje destinacijskog imidža[136]. Iako su sami sadržaji web stranica destinacija opsežno istraženi u svijetu[137], malo je radova koji su analizirali njihovu vrijednost u Hrvatskoj. Stoga se smatra opravdanim istražiti sadržaj web stranica ključnih sudionika u turističkoj ponudi destinacije, s naglaskom na kontinentalnu destinaciju zbog ranije navedenih razloga.

3. EMPIRIJSKO ISTRAŽIVANJE PRIMJENE WEB MARKETINGA U PROMOCIJI TURISTIČKE DESTINACIJE

Kako bi se utvrdila razina primjene web marketinga u promociji kontinentalne turističke destinacije provedeno je empirijsko istraživanje na primjeru Brodsko-posavske županije u Republici Hrvatskoj.

Brodsko-posavska županija smještena je u južnom dijelu Slavonije gdje se prostire se na 2034 kilometra kvadratna, čime zauzima 3, 61% teritorija Hrvatske[138]. Brodsko posavska županija ima dva veća grada,

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[130] Choi, S., Lehto, X. Y., Oleary, Joseph T.: *What Does the Consumer Want from a DMO Website? A Study of US and Canadian Tourists' Perspective*, International Journal of Tourism Research, Vol. 9, 2, 2007., str. 59–72.
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[132] Law, R., Qi, Sh., Buhalis, D. *Progress in tourism management: A review of website evaluation i tourism research*, Tourism Management, vol. 31, 2010., str. 297-313.
[133] Cox, B., Koelzer, W.; *Internet marketing za hotele, restorane i turizam*, M plus, Zagreb, 2005., str. 1.
[134] Palmer, J.W., *Web site usability, design and performance metrics*,Information Systems Research, vol. 13 n.2, 2002, str. 151-167
[135] Ranganathan, C., Ganapathy, S. *Key dimensions of business-to-consumer Websites*, Information and Management, vol. 39 n. 6 2002., 457-465
[136] Perdue, R. R., *Internet site evaluations: the influence of behavioural experience existing images and selected website Characteristics.* Journal of Travel & Tourism Marketing, vol. 11, n. 2/3, str. 21-38.
[137] (1) Luna-Nevarez, C., Hyman, M.R. *Common Practices in Destination Website Design*, Journal of Destination Marketing & Management, 2012, vol. 1, str. 94–106.; (2) Law, R., Shanshan Q., Buhalis, D. *Progress in Tourism Management: A Review of Website Evaluation in Tourism Research*, Tourism Management, vol. 31 n.3, 2010, 297-313.; (3) Baggio, R., *A Websites Analysis of European Tourism Organizations*, Anatolia: An International Journal of Tourism and Hospitality Research , vol. 14, n. 2, 2003, 93–106.; (4) Choi, S., Lehto X.Y., Morrison, A.M., *Destination Image Representation on the Web: Content Analysis of Macau Travel Related Websites*, Tourism Management, vol. 28 n.1, 2007, 118-129.
[138] Štefanek, V.: *Brodsko posavska županija*, SN „Privlačica“, „Riječ“ , Samobor, 2004. str. 12.

Slavonski Brod i Novu Gradišku, u kojima živi cca 78 700 stanovnika od sveukupnih 94 000 na području cijele županije. Zbog svojih geografskih strateških resursa, Brodsko-posavska županija nudi sadržaje unutar ruralnog turizma. Njegova se važnost ogleda, prije svega, u važnoj interakciji poljoprivredne proizvodnje, one tradicionalnih proizvoda, prezentiranja tradicije, tradicijske gastronomije i turističkih usluga te korištenju već postojećih resursa[139].

Turizam u Hrvatskoj je jedan od vodećih pokretača cjelokupnog hrvatskog gospodarstva, a Brodsko-posavska županija posjeduje sve resurse i ima izvanredne mogućnosti za razvoj održivog i odgovornog turizma koji[140]: umanjuje negativne učinke na gospodarstvo, okoliš i društvo, ostvaruje veću gospodarsku korist za lokalno stanovništvo i povećava dobrobit zajednica domaćina, poboljšava uvjete rada i dostupnost turizma, uključuje lokalno stanovništvo u odlučivanje koji utječe na njihov život i životne prilike, pozitivno utječe na očuvanje prirodne i kulturne baštine, prihvaćajući raznolikost, pruža ugodnija iskustva turistima kroz suvislije kontakte s lokalnim stanovništvom, veće razumijevanje lokalne kulture, društva i okoliša, omogućava pristup osobama s poteškoćama u kretanju, potiče stvaranje poštovanja između turista i domaćina te pomaže jačanju lokalnog ponosa i izgradnji pouzdanja, optimalno koristi okolišne resurse koji su ključni element turističkog razvoja, zadržavajući bitne ekološke procese i pomažući u zaštiti prirodne baštine i bioraznolikosti, uvažava društveno- kulturnu autentičnost destinacije, s očuvanjem kulturnog nasljeđa i tradicijske vrijednosti, te doprinosi međukulturalnom razumijevanju i toleranciji, osigurava gospodarske aktivnosti održive i dugoročne, donosi društvenu i gospodarsku korist svim dionicima uz pravičnu raspodjelu, između ostaloga stabilnost zaposlenja, mogućnost zarade društvenih usluga zajednici, pomažući uklanjanju siromaštva.

Promocija turističke destinacije u funkciji njezina pozicioniranja na turističkom tržištu provodi se na razini turističke destinacije i na razini organizatora ponude. U Brodsko-posavskoj županiji djeluje županijska Turistička zajednica (TZ), zatim TZ grada Slavonskog Broda i grada Nove Gradiške, Turistički informativni centar u Slavonskom Brodu te šest općinskih TZ (Cernik; Staro Petrovo Selo, Oprisavci, Brodski Stupnik, Oriovac i Nova Kapela) koje imaju funkciju promociju turističke ponude destinacije. Osim toga, turističke sadržaje destinacije promoviraju i turističke agencije te ugostiteljski objekti.

S ciljem istraživanja korištenja web marketinga u funkciji promocije turističke ponude Brodsko-posavske županije primijenjena je metoda analize sadržaja web stranica. „Analiza sadržaja je metoda istraživanja kojom se kvantitativno analizira sadržaj određenog teksta ili poruke, ili općenito bilo kojega oblika komunikacije“[141]. Podrazumijeva sustavno čitanje tijela teksta, slika ili simbolične materije, ne nužno iz perspektive autora.[142] Da bi se primijenila metoda analize sadržaja potrebno je definirati „kategorije sadržaja koje su dijelovi sadržaja teksta (najčešće se analizira sadržaj tekstova, iz knjiga, časopisa i novina), zatim se utvrđuje učestalost javljanja tih kategorija u tekstu koji se analizira“[143].

Za razliku od prethodnih istraživanja koja su fokusirana na analizu sadržaja web stranica grupe istovrsnih gospodarskih subjekata, na primjer hotela, turističkih zajednica ili turističkih agencija, ovo je istraživanje usmjereno na analizu sadržaja svih ključnih dionika koji sudjeluju u promociji turističke ponude Brodsko-posavske županije. Cilj je istraživanja, dakle, utvrditi razinu primjene web marketinga u promociji turističke ponude županije te su stoga kao jedinice analize određene 14 web stranica nositelja smještaja u Brodsko-posavskoj županiji, zatim 5 web stranica turističkih i putničkih agencija koje djeluju na području županije i 3 web stranice turističkih zajednica (Turistička zajednica Brodsko-posavske županije i turističke zajednice gradova Slavonski Brod i Nova Gradiška). Ukupno su analizirane 22 web stranice. Analiza je izvršena u ožujku 2014. godine.

Primijenjeni instrument istraživanja jest evaluacijski obrazac kreiran na temelju prethodnih istraživanja.[144] Definirano je 96 kriterija analize sadržaja web stranica koje su grupirane u 10 kategorija: kontakt informacije, opće informacije o poslovnom subjektu, informacije o turističkoj destinaciji, informacije o

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[139] Demonja, D., Ružić, P.: *Ruralni turizam u Hrvatskoj s hrvatskim primjerima dobre prakse i europskim iskustvima*, Meridijani, Samobor, 2010., str. 12.
[140] Izvješće o stanju u prostoru Brodsko-posavske županije 2009-2013, http://www.bpz.hr/_Data/Files/Izvjesce%20o%20stanju%20u%20prostoru%20BPZ%202009-2013%20god.pdf,
[141] Mejovšek. M.: Uvod u metode znanstvenog istraživanja u društvenim i humanističkim znanostima, Edukacijsko-rehabilitacijski fakultet, Naklada Slap, Jastrebarsko, 2003., str. 32.
[142] Krippendorff, K., *Content analysis: an introduction to its methodology,* Thousand Oaks, CA: Sage Publications, 2004., str.3
[143] Mejovšek, M., op. cit., str. 32.
[144] (1) Aplar, O., Seden A., Funda Cengiz. *Content Analysis of Accommodation Establishment Web Sites in Alanya Region*. Hoster vol. 19 2010, 25 – 32.; (2) Luna-Nevarez, C., Hyman, M.R. op. cit., 94–106.

smještaju, audio-vizualni prikaz destinacije, komunikacija s klijentima, društvene mreže, dodatne informacije i pomagala za turiste, jezici i funkcionalnost web stranice (navigacija i interaktivnost). Sa ciljem postizanja objektivnosti istraživanja, kriteriji su mjereni dihotomnom varijablom (da/ne), odnosno ocjenjivano je da li je na promatranoj web stranici određeni sadržaj prisutan ili nije. U analizi podataka primijenjena je deskriptivna statistika, odnosno postotkom je prikazano je na koliko web stranica je zastupljen promatrani sadržaj. Rezultati istraživanja prikazani su tablicama 1 i 2.

Tablica 1: Sadržaj web stranica (%)

Sadržaj	Smještaj	Turističke i putničke agencije	Turističke zajednice
Kontakt informacije			
Adresa	100,0	100,0	100,0
Kontakt osoba	28,6	20,0	0,0
Izravna e-mail adresa za određeni odjel	28,6	40,0	0,0
Opća e-mail adresa	92,9	100,0	100,0
Informacije o partnerima, ministarstvima i sl.	7,1	60,0	66,7
Broj telefona	100,0	100,0	100,0
Poveznice prema podružnicama	0,0	0,0	0,0
Web adresa	7,1	40,0	33,3
Opće informacije o poslovnom subjektu			
Vizija	0,0	20,0	0,0
Misija	0,0	20,0	0,0
Ciljevi	0,0	0,0	0,0
Korporacijska kultura	0,0	0,0	0,0
Nagrade i postignuća	0,0	20,0	0,0
Mogućnost zapošljavanja	0,0	0,0	0,0
Priopćenja za medije	0,0	0,0	66,7
Informacije o turističkoj destinaciji			
Mapa	71,4	40,0	33,3
Oznaka mjesta (lokacije)	100,0	100,0	100,0
Dolazak u destinaciju	42,9	100,0	66,7
Zračne luke	0,0	60,0	0,0
Turističkie atrakcije	0,0	20,0	66,7
Povijest destinacije	14,3	40,0	66,7
Zemljopisne informacije	92,9	20,0	100,0
Nacionalni praznici	0,0	0,0	0,0
Kalendar događanja	7,1	0,0	33,3
Aktivnosti (sport…)	14,3	40,0	66,7
Kultura	0,0	0,0	66,7
Gastronomija	71,4	0,0	66,7
Mogućnost kupovine	0,0	20,0	0,0
Wellness ponuda	14,3	40,0	0,0
Noćni život	0,0	0,0	0,0
Turistički aranžmani	0,0	20,0	0,0
Gospodarstvo	0,0	0,0	0,0
Smještajna ponud	92,9	40,0	100,0
Usluge hrane i pića	64,3	0,0	66,7
Poslovna putovanja	7,1	0,0	0,0
Putničke agencije	0,0	20,0	0,0
Informacije o smještaju			
Hotelski smještaj - pretraživanje	0,0	40,0	100,0
Hotelski smještaj – opis	42,9	40,0	66,7
Druge vrste smještaja – pretraživanje	0,0	20,0	100,0
Druge vrste smještaja – opis	50,0	20,0	66,7
Audio-vizualni prikaz destinacije			

Galerija slika	78,6	20,0	33,3
Fotografije okruženja	85,7	100,0	100,0
Fotografije smještajne ponude	100,0	40,0	33,3
Audio značajke	0,0	0,0	0,0
Nepokretne slike	100,0	80,0	100,0
Pokretne slike	0,0	20,0	0,0
Animirane slike (slide show)	0,0	0,0	0,0
Virtualna tura 360 stupnjeva	7,1	0,0	0,0
Stream video	21,4	0,0	100,0
Stream audio/glazba	0,0	0,0	0,0

Izvor: rezultat istraživanja

Tablica 2: Sadržaj web stranica (%)

Sadržaj	Smještaj	Turističke i putničke agencije	Turističke zajednice
Komunikacija s klijentima			
Učestala pitanja (FAQ)	0,0	0,0	0,0
Online knjiga gostiju	7,1	0,0	0,0
Newsletter	28,6	60,0	0,0
Novosti	42,9	60,0	100,0
Online anketa	0,0	0,0	33,3
Online forum	0,0	0,0	0,0
Članstvo i korisnički pristup (za poslovno tržište)	7,1	20,0	33,3
Program za lojalne klijente	0,0	0,0	0,0
Anketa o zadovoljstvu web stranicom	0,0	0,0	0,0
Anketa o zadovoljstvu u destinaciji	0,0	0,0	0,0
Sekcija "Preporuka prijateljima"	0,0	0,0	0,0
Pop-up prozori	0,0	0,0	0,0
Banneri	0,0	0,0	0,0
Animirani oglasi	0,0	0,0	0,0
Društvene mreže			
Facebook	28,6	40,0	100,0
Google+	0,0	0,0	0,0
LinkedIn	0,0	0,0	0,0
MocoSpace	0,0	0,0	0,0
Mylife	0,0	0,0	0,0
MySpace.com	7,1	0,0	0,0
MyYearbook	0,0	0,0	0,0
Tagged	0,0	0,0	0,0
Twitter	21,4	20,0	66,7
Yahoo! Answers	0,0	0,0	0,0
Blog	0,0	0,0	0,0
RSS feeds	7,1	0,0	33,3
YouTube	7,1	0,0	33,3
Dodatne informacije i pomagala za turiste			
Informacije o vremenu	7,1	40,0	66,7
Turistički vodič destinacije	0,0	0,0	33,3
Plan grada	64,3	0,0	33,3
Valutni tečaj	0,0	20,0	33,3
E-razglednica	0,0	0,0	0,0
Jezici			
Višejezična web stranica	85,7	40,0	66,7
Engleski	85,7	40,0	66,7
Njemački	57,1	20,0	33,3

Francuski	7,1	0,0	0,0
Talijanski	21,4	20,0	0,0
Ruski	0,0	20,0	0,0
Češki	0,0	0,0	0,0
Slovenski	0,0	20,0	0,0
Funkcionalnost web stranice (navigacija i interaktivnost)			
Mapa weba	0,0	20,0	0,0
Funkcija pretraživanja	7,1	80,0	33,3
URL adresa prema nazivu destinacije	92,9	100,0	100,0
Mogućnost postavljanje web stranice kao početne	0,0	0,0	0,0
Datum ažuriranja	0,0	0,0	0,0
Flash ulaz	35,7	40,0	66,7

Izvor: rezultat istraživanja

Već površnim pregledom rezultata istraživanja moguće je uočiti da su sadržaji u pojedinim kategorijama vrlo slabo zastupljeni na promatranim web stranicama, posebno kada se radi o primjeni suvremene informacijsko-komunikacijske tehnologije i komunikacije sa klijentima.

U kategoriji „Kontakt informacije“ jedino se adresa i broj telefona nalaze na svim analiziranim web stranicama nakon čega slijedi adresa elektroničke pošte koju navode sve turističke zajednice i putničke agencije, ali ne i svi hoteli. Ostali su sadržaji manje zastupljeni.

U kategoriji „Opće informacije o poslovnom subjektu“ vidljivo je da samo dvije turističke zajednice objavljuju priopćenja za medije, dok su vizija, misija te nagrade i postignuća zastupljeni na samo 20% stranica turističkih agencija.

„Informacije o turističkoj destinaciji“ kategorija je unutar koje bi potencijalni posjetitelji trebali naći važne informacije na temelju kojih bi mogli odlučiti hoće li posjetiti destinaciju ili ne. Samo se oznaka lokacije nalazi na svim web stranicama, dok se informacije o nacionalnim praznicima, gospodarstvu ili noćnom životu destinacije ne nalazi niti na jednoj stranici. Vidljivo je da su navedeni sadržaji najmanje zastupljeni na stranicama turističkih i putničkih agencija, koje očigledno je, ne promoviraju ponudu županije u kojoj djeluju. Čak niti turističke zajednice, koje imaju funkciju promocije turističke ponude, ne objavljuju sve informacije na svojim web stranicama.

Kada je riječ o informacijama o smještaju vidljivo je da smještajni objekti nude opise objekata, dok turističke zajednice omogućavaju i pretraživanje smještaja. „Audio-vizualni prikaz destinacije“ nije jača strana promotivnih aktivnosti destinacije. Naime, na web stranicama prevladavaju fotografije, odnosno nepokretne slike, dok su audio informacije, pokretne slike i virtualna tura podzastupljeni sadržaji. Navedeno upućuje na nisku razinu implementacije suvremene tehnologije u promociji turističke ponude.

Porazna je statistika zastupljenosti sadržaja u kategoriji „Komunikacija s klijentima“. Osim sadržaja „Novosti“ kojeg objavljuju sve tri turističke zajednice, nema niti jednog sadržaja koji je zastupljen na svim stranicama. Manji dio nositelja smještajne ponude objavljuje novosti, *newsletter* i *online* knjigu gostiju te omogućava korisnički pristup za poslovne subjekte. Uopće nije prepoznata važnost komunikacije usmenom preporukom koja je na turističkom tržištu izuzetno važna i koju je moguće potaknuti *online* forumom i sekcijom „preporuka prijateljima“. Niti jedan poslovni subjekt čije su web stranice analizirane ne provodi *online* anketiranje zadovoljstva klijenata niti ima program lojalnosti. Na web stranicama nije uočena sekcija „učestala pitanja (FAQ)“ putem koje bi turistička potražnja mogla dobiti dodatne informacije od interesa za odabir destinacije. Na web stranicama nema niti *bannera*, *pop-up* prozora niti animiranih oglasa.

Analiza korištenja društvenih mreža ukazuje da se u manjoj mjeri (sve tri turističke zajednice i mali broj nositelja ponude i turističkih agencija) koristi Facebookom i Twitterom, dok su ostale mreže beznačajno zastupljene ili se uopće ne koriste.

Od dodatnih alata, odnosno pomagala za turiste samo dvije turističke zajednice objavljuju informacije o vremenu, a na jednoj se navodi turistički vodič destinacije, plan grada i valutni tečaj. Dio hotela i drugih smještajnih objekata (64,3%) objavljuje plan grada, a niti jedan subjekt nema mogućnosti slanja e-razglednica.

U kategoriji "Jezici" vidljivo je da 85,7% smještajnih objekata, 40% turističkih agencija i 66,7% turističkih zajednica ima višejezične web stranice. Dominira engleski jezik, nakon čega slijedi njemački, a ostali jezici su podzatupljeni ili ih uopće nema.

Analiza parametara funkcionalnosti pokazuje da mapa weba nije prisutna niti na jednoj stranici smještajnih objekata i turističkih zajednica, dok je prisutna na 20% stranica turističkih i putničkih agencija. Funkciju pretraživanja omogućava 7,1% stranica smještaja, zatim na 80% stranica turističkih i putničkih agencija, te na 33,3% stranica turističkih zajednica. URL adresa prema nazivu destinacije zastupljena je na svim stranicama turističkih i putničkih agencija, kao i na stranicama turističkih zajednica, te na 92,9% stranica smještajnih objekata. Od ostalih parametra funkcionalnosti prisutan je još samo *flash* ulaz (na 35,7% stranica smještajnih objekata, 40% stranica agencija i 66,7% stranica turističkih zajednica.

Opći je dojam da je primjena suvremenih dostignuća internetskog marketinga, odnosno mogućnosti koje pruža web marketing, a koje se temelje na primjeni informacijsko-komunikacijske tehnologije, u promatranoj županiji slabo iskorištena. Osim niske razine primjene tehnologije u promociji turizma županije, naslućuje se i slaba orijentacija prema potrebama tržišta, koje danas u sve većoj mjeri koristi Internet za odabir turističke destinacije ili smještajnog objekta.

4. ZAKLJUČAK

Iz provedenog istraživanja primjene web marketinga u turizmu Brodsko-posavske županije može se uočiti kako analizirani subjekti turističkog gospodarstva Brodsko-posavske županije nedovoljno koriste potencijale web marketinga. Ono zbog čega potencijalni turisti i poslovni subjekti najčešće konzultiraju web stranice jesu upravo informacije o turističkoj ponudi županije.

Iako je ovo istraživanje pokazalo kako je web marketing u turizmu Brodsko-posavske županije relativno slabo zastupljen te da je na promatranim web stranicama prisutno malo sadržaja koji bi mogli značajnije promovirati turističku ponudu Brodsko-posavske županije, ovim se radom ne može dati sveobuhvatan pregled turističkih aktivnosti promatrane županije. Intencija ovoga rada je ukazati na stanje zatečeno u vremenu promatranja web stranica turističkih zajednica, smještajnih kapaciteta i turističkih agencija kao nositelja marketinških aktivnosti s ciljem preporuka u pogledu implementacije dodatnih marketinških aktivnosti u domeni internetskog marketinga. Preporuka je turističkoj struci da uloži dodatne napore i financijska sredstva u web marketing, koji pokazuje brojne prednosti u odnosu na standardne oblike komunikacije na turističkom tržištu.

Uvažavajući ograničenja ovoga rada među kojima se može istaknuti uzorak koji nije obuhvatio sve gospodarske subjekte turističke ponude te istraživačka metoda koja je podrazumijevala evidentiranje sadržaja web stranica, ali ne i ocjenu njihove kvalitete, mogu se predložiti buduća istraživanja. Istraživanja se mogu usmjeriti na analizu utjecaja web marketinga na krajnjeg korisnika, analizirajući korelaciju poboljšanja web identiteta županije s brojem dolazaka ili noćenja unutar iste.
Također, zanimljivo bi bilo intervjuirati turističke marketinške menadžere u Brodsko-posavskoj županiji da bi se uvidjeli njihovi stavovi u odnosu na primjenu internetskog marketinga u turizmu županije. Naposljetku, predlaže se analiza i komparacija drugih kontinentalnih regija sličnih karakteristika u Hrvatskoj i/ili svijetu ne bi li se mogla uočiti razlika u implementaciji web marketinga.

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THE TOURISM AGENCY AND THE NEW COMMUNICATION TECHNOLOGIES

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Abstract
Tourism is based on the temporary displacement of people in their free time towards a chosen tourist destination. It is well known the fact that the tourism agency represents the intermediary between the touristic services provider and the potential tourists. The need for information in order to make the best decision where to spend the holiday is natural and the information is easier to obtain than ever before. New communication technologies can be used both by tourism agencies and by tourists. Nowadays, modern technology has been integrated successfully in tourist activity. Yet, in the future, tourism agencies should conceive their own applications for smartphones, as they are more and more present in people's lives, in order to attract a larger number of clients.

Keywords: tourism, tourism agency, new technology, smartphones, IT applications

INTERNET AS A MARKETING COMMUNICATION TOOL FOR INCOMING TOUR OPERATORS AND TRAVEL AGENCIES IN SERBIA

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Abstract
The Internet has caused essential changes in the tourism distribution channels which have negative effect to the tourism intermediaries business. At the same time, use of Internet as a tool in marketing communication process has opened many chances for numerous of suppliers who are now offering new products and services on global tourism market. Among them we can emphasize incoming tour operators and travel agencies which have expert knowledge about the tourism destination. Based on that, they specialise in organising and carrying out different programmes for many tourists' types and among them MICE tourism service users. In this paper we will analyse the basic features of marketing communication tools based on Internet that are used by incoming tour operators and travel agencies in Serbia. We will especially emphasize the need for improving their market position by using Internet as a tool in marketing communication.

Keywords: incoming tour operators, Internet, marketing communication

NATIONAL TOURIST ORGANIZATIONS AND TRENDS IN COMMUNICATION WITH CUSTOMERS

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Abstract
The rapid change of trends in tourism demands an agile approach from the industry. One of the most significant trends nowadays is the rise of social media. Tourist organizations are taking advantage of social networks to promote destinations by directly communicating with their target audiences. Tourism is dynamic and active, and so are today's tourists. They expect real-time information, enabled by modern technology. Tourist organizations use social networks to advertise destinations and promote events. Because of the nature of social media, a well-timed post liked by one individual can spread exponentially to their whole network of friends and followers. This paper will present the results of research conducted over 10 days, following the activity of two national tourist organizations on the social networks Facebook, Twitter and Instagram.

Keywords: tourist organizations, communication, social networks, social media, tourists, trends

PROCESSES OF GLOBALIZATION AND THE SOCIOCULTURAL FEATURES OF SUSTAINABLE TOURISM

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Abstract
Contemporary tendencies of globalization form the frame of a certain cultural bounding in which a large quantity of the same values transcend various countries seeking cultural equality. Globalization, nowadays, forces the cultures to coexist but also differentiates among them and causes mutual tensions. Rapid expansion of tourism has produced the need for the sustainable variant of such an unforeseen phenomenon. Although these notions can be considered complementary they are quite contradictory in their very essence. Sustainable development is founded on the principles of sociocultural authenticity, specificity of the receptive surroundings, and its economic autonomy along with the ecological awareness. Furthermore, the heterogeneous nature of cultures is accentuated with the inevitable and imminent cultural particularity. Globalization, on the contrary, presupposes the unification and cultural relativity that ultimately leads to the creation of one, commonly accepted culture. Moreover, globalization contributes largely in the process of development and popularization of tourism rendering it universal. However, this does not attribute its superiority in the relation towards the sustainable development of tourism. The given discrepancy between the globalization and the idea of sustainable tourism does effectively generate a paradox and represents a certain oxymoron. Therefore, it is of the utmost importance that these confronted notions are divided, their specificity acknowledged, characteristics distinguished, and the principles of the selective tourism as a fundamental aspect of its sustainable development adopted, considering the individual culture and personality of the human being to be the central and the most important inherent features.

Keywords: culture, cultural heritage, globalization, sustainable tourism, selective tourism

NEW FEATURES OF TOURISM IN THE PERCEPTION OF BUSINESS WOMEN (Case Study: Croatia - Slovenia)

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Abstract
This paper presents the results of the research of international longitudinal research project “Views and opinions of Central European nations about their neighbours: Contribution to the development of intercultural business travel communication " (Case Study: Croatia - Slovenia), related with the research carried out in Slovenia and Croatia from 11th November to 11th December 2013 on a representative sample (N = 210) of business women. The study was conducted with ten detected research variables about relations of business women to traditional (4S) and contemporary (6E) characteristics of tourism : (S1) sun ; (S2) sea; (S3) sand ; (S4) sex ; (E1) escape from the business environment ; (E2) new destination experiences; (E3) excitement; (E4) entertainment; (E5) new forms of business education and (E6) ecology. This paper examined the attitudes of business women in Slovenia and Croatia according to their perception in choosing a tourist destination at all levels of tourism (global, regional, national and local). The results of the study show that Slovenian and Croatian business women positively evaluate and assess new communicative paradigm characteristics of tourism (6E) in the perception of preferential selection of contemporary tourist destinations at all levels and forms of communicative tourist destination offer. Research results showed that all tested Slovenian and Croatian business woman belong to European civilization, cultural , business and communicative circle in which the selection of the preferred tourist destinations has left the traditional paradigm (4S) perceptions of tourism (sun, sea, sand and sex) in the selection of targeted tourist destinations . In the validation process and correlation of communicative attitudes and opinions of business women of Slovenia and Croatia in the selection of the preferred tourist destinations, we can conclude that modern Slovenian and Croatian business woman left the old perceptual paradigm of tourism (4S) and that in choosing holiday destinations, they choose and affirm the new (6E) communicative paradigm of tourism (free escape from the business environment, new destination experiences, excitement, entertainment, new forms of business education and ecology).

Keywords: tourism, communication, business woman, tourist destination, new communicative paradigm of tourism

RELIGIJA, KULTURA I MEDIJI

RELIGION, CULTURE AND MEDIA

THE USTASHA PROPAGANDA ABOUT THE CONFERENCE OF "THE BIG THREE" IN TEHRAN IN 1943 AND SIGNIFICANCE OF THE ALLIED DECISION TO THE OUTCOME OF THE SECOND WORLD WAR, THE DEFEAT OF THE THIRD REICH AND THE COLLAPSE OF THE INDEPENDENT CROATIAN STATE

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Abstract
Based on primary documents of the Croatian State Archive, the Fund of the Presidency of Government of the Independent State of Croatia (ISC), Documents on the Great Alliance, 1942-1943, (Teheran Conference) and information from daily and periodical journals, the author of the article tried to explain the way public was informed in the ISC and how media was governed in totalitarian state like the ISC. Besides this, in the paper which is dedicated to the crucial period of the Second World War, author analyzed topics like; main decisions of the Alliance, reactions of the Ustasha government on political and military plans of Alliance, as well as the consequences of those decisions made by Alliance for the ISC authorities. The first meeting between „the big three", the Ustasha authorities estimated as a proof of Soviet victory and dominance in southern-eastern parts of Europe, as well as a step towards restitution of Yugoslavia led by Bolsheviks, Tito's partisans, under presumption that Third Reich was to be defeated. Based on the influence on the press the Ustasha regime tried to form public opinion in the way that there was no alternative to the alliance between the ISC and the Third Reich and that any other solution but the victory of the Axis power would bring to the loss of the state.

Keywords: Second World War, the Independent State of Croatia, the Alliance, press, propaganda

Teheran – prvi sastanak *velike trojice*

Od 28. studenog do 1. prosinca 1943. u Teheranu je održana prva konferencija *velike trojice*. Ondje su predsjednici SAD-a, SSSR-a i Velike Britanije donijeli odluke koje će predodrediti vojnu i političku suradnju Saveznika do kraja rata, te što je vrlo važno učvrstiti savezništvo. Transkripti nekoliko bilateralnih i trilatelarnih sastanaka u Teheranu otkrivaju do koje mjere su Saveznici potkraj 1943. imali usklađene stavove i što su bili njihovi prioriteti. Staljin je imao glavnu riječ u Teheranu i posebno inzistirao na dogovoru Saveznika oko načina na koji će se Njemačkoj onemogućiti novi uspon. Iako još u Teheranu nije do kraja dogovorena poslijeratna sudbina Njemačke, plan Roosevelta o podjeli Njemačke na više dijelova (Churchill je zagovarao odcjepljenje Pruske od ostatka Njemačke), bio je Rooseveltu i Staljinu prihvatljiv, što će se pokazati presudnim već na Krimu početkom 1945.[145] Staljin je tražio i vrlo rigorozne mjere prema njemačkoj vojsci, eliminaciju 50 000 – 100 000 njemačkih časnika, što je za Roosevelta i Churchilla kao predstavnike demokratskog svijeta bila neprihvatljiva ideja.[146] Staljinu je s vojno strateškog aspekta bilo važno utanačenje termina operacije *Overlord*, a zapadni Saveznici su se obvezali da će izvršenje otpočeti u svibnju 1944. Sovjetima je bilo važno i sigurnosno pitanje granica na zapadu, pa je prihvaćena Curzonova linija, kao nova granica SSSR-a na zapadu, ali i obveza kompenzacije teritorija poslijeratnoj Poljskoj, na štetu Njemačke. U Teheranu je osim toga usuglašen zaključak o koordiniranom vojnom zapovjedništvu svih triju sila. Staljin je preuzeo obvezu pokretanja rata protiv Japana kada Njemačka bude poražena. Dogovoreno je da će se partizanske snage u Jugoslaviji od tada logistički i vojno potpomagati. Turskoj je upućen poziv da se priključi Saveznicima do kraja 1943. godine, a na temelju moskovskih zaključaka, iznova je dana podrška osnivanju organizacije Ujedinjenih naroda.[147]

Da su zapadni Saveznici respektirali značaj i ulogu SSSR-a u ratu protiv Njemačke i njenih saveznica, ali i novonastalo stanje vojne dominacije Crvene armije, potvrđuje i njihov stav prema sovjetskim zahtjevima u Teheranu. Pobjeda nad Njemačkom bila je važnija od samoodređenja malih baltičkih naroda ili pitanja istočne granice Poljske, pa je Roosevelt u jednom trenutku u šali Staljinu rekao kako nema namjeru zaratiti s SSSR-om zbog tri baltičke države. Staljin je primijetio da su te tri baltičke zemlje ionako bile sastavni dio Carske Rusije prije Prvog svjetskog rata, koja je bila u savezu Antante, te da tada nikome to nije smetalo. Churchill nije imao ništa protiv Staljinovih zahtjeva na istoku i sjeveru Europe, jer je nastojao zadržati britanske kolonije. Dogovor je postignut, a Roosevelt je Staljinu u povjerenju priopćio kako do kraja 1944. mora biti suzdržan u pitanju Poljske i malih baltičkih naroda, jer očekuje izbore u SAD-u, računajući na glasove 6 milijuna američkih Poljaka i drugih doseljenika s Baltika, što je Staljin prihvatio.[148]

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[145] Documents on the Great Alliance, 1942-1943. *Teheran Conference: Tripartite Dinner Meeting,* November 28, 1943, Roosevelt' Quarters.
[146], Documents on the Great Alliance, 1942-1943. *Tehran Conference: Tripartite Dinner Meeting,* November 29, 1943, Soviet Embassy.
[147] Documents on the Great Alliance, 1942-1943. *Tehran Conference: Tripartite Dinner Meeting,* November 29, 1943, Soviet Embassy.
[148] Documents on the Great Alliance *Tehran Conference:* 1942-1943., *Roosevelt-Stalin Meeting, December 1, 1943, Roosevelt's Quarters.*
Documents on the Great Alliance, 1942-1943. *Teheran Conferenece: Tripartite Political Meeting, December 1, 1943, Conference Room*

Teheran je bio demonstracija sile Saveznika, što se vidi prema njihovim ratnim i poslijeratnim planovima, ali i sporazum koji je učvrstio savezništvo. Ono što je u tisku NDH prepoznato kao antagonizam i prijepor u savezničkom taboru, zapravo je povezivalo Saveznike. Ustaška propaganda također je zaboravila jednu važna činjenicu, borba protiv Njemačke i njenih saveznica povezala je Veliku Britaniju, SSSR i SAD u ratni i politički savezu, čiji je osnovni cilj bio poraz Njemačke. Savez će trajati dok taj cilj ne bude ispunjen.

Prve vijesti o sastanku *velike trojice* pojavile su se u tisku NDH početkom prosinca 1943. bez značajnijih informacija o tijeku i odlukama sastanka. Navodno niti tisak neutralnih zemalja, Švedske i Švicarske nije imao podrobnije informacije, a štura izvješća *Reutera* strogo su cenzurirana. *Hrvatski narod* 4. prosinca donosi vijesti o *papirnatim* zaključcima pripremnog sastanka u Kairu, pozivajući se na opširnije izvješće *Globereutera*. Zagrebački dnevnik podrobnije je objasnio čitateljima u kakvim se problemima Saveznici nalaze na pacifičkom bojištu, te na ratištima u Europi i Aziji. U komentaru sastanka vojnih dužnosnika, kojem je predsjedao američki general D. Eisenhower, napominje se da ne postoji zajednička vojna strategija Saveznika, da Amerikanci nestrpljivo očekuju snažniju zajedničku ofenzivu na Japan, Rusi otvaranje «drugog bojišta» u Europi, a Chang Kaj Shek veću vojnu i materijalnu pomoć u Aziji.[149] Isti list 8. prosinca donosi agencijske vijesti iz Stocholma, jedno šturo i uopćeno izvješće s konferencije u Teheranu.

Državnici Staljin, Roosevelt i Churchill dali su zajedničku izjavu, u kojoj su se obvezali na zajedničko djelovanje u ratu i miru, uništenje njemačkih snaga, riešavanje poslieratnog mira kroz sudjelovanje i malih i velikih naroda u rušenju tiranija, ropstva, potlačivanja i nepodnošljivosti.[150] Iza te prilično općenite formulacije, komunikeja koji je pročitan po svršetku konferencije, kriju se, navodi *Hrvatski narod*, veliki problemi i nesuglasice u taboru Saveznika. Pitanje granica Poljske, te statusa Finske i baltičkih zemalja, čini se da je prepušteno na rješavanje Sovjetima, čime je dovedena u pitanje njihova opstojnost. U Teheranu je navodi *Hrvatski narod*, raspravljano i o modelu preuređenju Balkana, no nije dorečena strategija jer se interesi Saveznika čini se razilaze, a također je i provedena analiza predstojećeg razoružanja te uređenja poslijeratne Njemačke.[151]

Spremnost pak donosi alarmantne vijesti iz Engleske, da je savezнички plan čitavu Srednju i Istočnu Europu sa središtem u Pragu izručiti Sovjetskom Savezu.[152] Tu je tezu dodatno učvrstila, prema njemačkom *Basler Nactrichtenu* i diplomatska afera na liniji poljska emigrantska vlada – Moskva. Naime sovjetska diplomatska služba ostala je prilično hladna na pohvalu ratnih aktivnosti Crvene armije od strane poljske emigrantske vlade, što je iznova bacilo sumnju na ruske ekspanzionističke ciljeve prema zapadnim susjedima, zaključuje se u *Spremnosti.*[153]

Hrvatski list pozivajući se na vijesti *United Pressa* otkriva na koju je Staljin kartu u Teheranu igrao: *Staljin izgubio osam milijuna ljudi.* Budući je doprinos SSSR-a u dosadašnjem tijeku rata nemjerljiv sa zapadnim Saveznicima, navodi *Hrvatski list*, Staljin je u pregovorima s Rooseveltom i Churchillom znalački koristio svoje argumente po pitanju definiranja interesnih sfera i razgraničenja na istoku i sjeveroistoku Europe: *Kadgod (Staljinu) mu se postavilo pitanje o Finskoj i baltičkim državama, o Poljskoj itd. on je uvijek odgovarao jedno te isto: izticao je ovih osam milijuna žrtava.* Roosevelt i Churchill u Teheranu su pristali prešutno priznati Sovjetskom Savezu traženu granicu na zapadu respektirajući žrtve koje je SSSR podnio u dosadašnjem ratu, što

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149 HN, br. 902., 4. prosinca 1943., 2. Dan prije konferencije velike trojice u Teheranu, 27. studenog 1943. Kairu je održan sastanak Roosevelta, Churchilla i Chang Khai Sheka. Staljin ondje nije bio prisutan jer se držao potpisane neutralnosti s Japanom. Ondje je dogovoreno da će se protiv Japana u Aziji i na Pacifiku voditi rat do japanske bezuvjetne kapitulacije. Japan će se morati povući sa svih otoka na Pacifiku, koje je okupirao od početka 1. svjetskog rata 1914. Također će se morati povući sa svih teritorija koje je oteo Kini, (iz Mañurije i Formoze i Peskadorskih otoka) a koji će biti vraćeni Republici Kini. Predviđeno je i osnivanje slobodne i samostalne Koreje. Napadom na Peral Harbour i otvaranjem rata na Pacifiku Chang Khai Shek postaje angloamerički saveznik u Aziji. Chiang Khai Shek je imenovan za Vrhovnog komandanta savezničkih snaga u kineskoj ratnoj zoni, što je uključivalo i Indo-Kinu. Zbog odluke zapadnih Saveznika da nakon operacije *Torch* nastave s operacijama na Mediteranu i pripremama za operaciju Kanal, pošto je izalazak Italije iz rata i kapitulacija Njemačke bio prioritet, C. K. Shek se morao zadovoljiti logističkom potporom koju je primao iz SAD-a. Tako Roosevelt nije izvršio svoja obećanja Chang Khai Sheku vezano na američko iskrcavanje Anadamanske otoke u Bengalskom zaljevu s ciljem osvajanja Jave i Sumatre te ugrožavanja japanskih pozicija u Burmi i Indokini. Ipak, Amerikanci su od kraja 1941. pružili pomoć od 500 milijuna dolara C. K. Sheku i njegovu Kuomintangu, ne bi li ojačali kinesku vojsku i otpor Japanu. To je Chang Khai Shek vješto koristio uglavnom za vlastito bogaćenje i onemogućavanje jačanja komunista (primjerice držao je 200 000 vojnika na području koje su Sovjeti okupirali ne bi li spriječio jačanje kineskih komunista) dok protiv Japanaca tijekom cijelog rata nije pokrenuo ofenzivu. Do Teherana je Kina imala povlašten položaj i posebna status za SAD, jer se vjerovalo da bez Kine neće biti moguće poraziti Japan, međutim kada je dogovorena sovjetska intervencija na istoku po svršetku rata s Njemačkom, interes SAD je pao, a značaj Chang Khai Shekova Chunkinga u savezničkom taboru bitno umanjen. Posebno će to biti izraženo tijekom 1944., kada je Rooseveltov opunomoćenik Josef Stilwell, koji je obnašao ujedno i funkciju načelnika u C. K. Shekovu vojnom zapovjedništvu, razotkrio C. K. Shekovu taktiku i slabosti Kine. Kada su Japanci u jesen 1944. poduzeli posljednju vojnu ofenzivu na Kinu i zauzeli veći broj američkih aerodroma, odakle su *leteći tigrovi* Chennault Claire Lee-a, specijalne zračne snage SAD-a vršile uspješna bombardiranja japanskih teritorija, bilo je jasno da Kina nije dovoljno moćan saveznik u Aziji. H. Liddell Hart, Basil, *History of the Second World War*, New York, 1970, 499., 509.-510., 630., 633.-634. Murray Williamson, Millett Allan R., *A War to be Won*, Harward University, 2001, 164.-168., 228.-232. , Calvacoressi, Peter; Vint, Guy, *Totalni rat*, Beograd, 1987. 281., 668.-679.

150 HN, br. 905, 8. prosinca 1943., 1. *Spremnost*, br. 97, 26. prosinca 1943., 4.

151 HN, br. 906., 9. prosinca 1943., 1.

152 *Spremnost*,, br. 94, 12. prosinca 1943., 4., *Odjeci iz svijeta - iz Central European Observera*

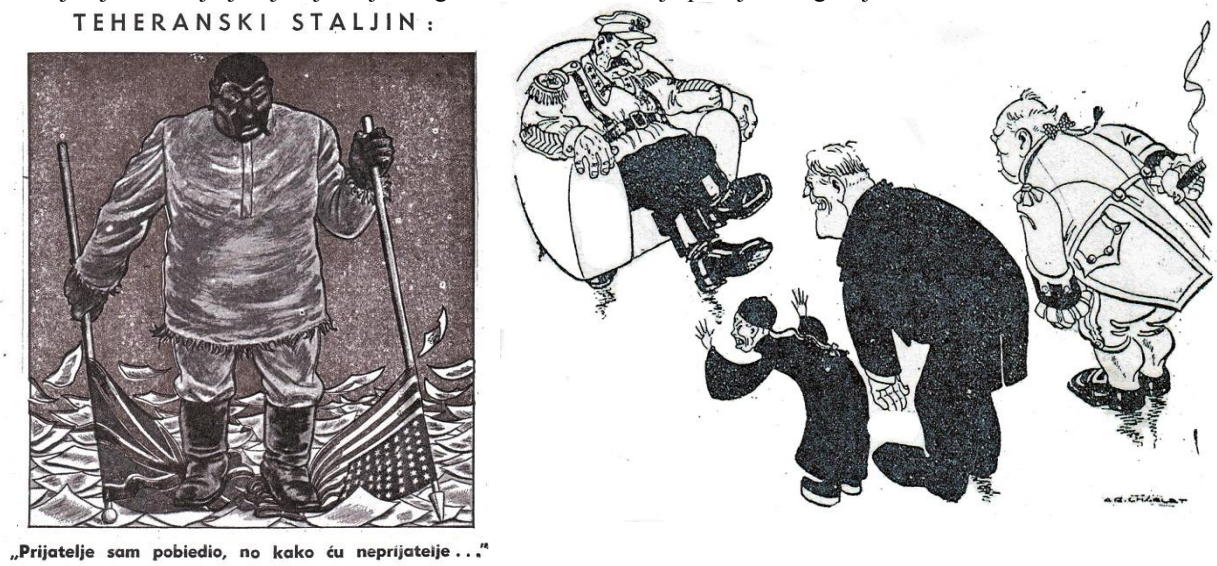
153 *Spremnost*, br. 94, 12. prosinac 1943., 5., *Big three i Poljska*,

znači da predstoji revizija istočnih poljskih granica, navodi *Hrvatski list*, te borba za opstojnost malih baltičkih zemalja. U jednom komentaru konferencije *velike trojke Hrvatski list* zaključuje kako je sastanak u Teheranu kapitulacija SAD-a i Velike Britanije, pred Sovjetskim Savezom. *Već samo mjesto njihova sastanka sa Staljinom, jasno pokazuje, kakvu podređenu ulogu igraju Velika Britanija i Amerika u odnosu prema svom crvenom savezniku.* [154]

Na odjeke sastanka u Teheranu nadovezao se i sarajevski *Novi list* izdvojivši jedan govor generala Jana Smutsa[155] u kojem je on navodno izjavio da će nakon rata Njemačka biti izbrisana s karte Europe, te da će u Europi ostati samo Velika Britanija i Sovjetski savez. Prema vijestima iz Amsterdama Smuts je pritom izjavio:

Sovjetski savez je novi gorostas u Europi, koji će zakoračiti na ovaj kontinent i postati njegovim gospodarom.[156] Niti Turska, koja je od početka rata bila neutralna, nije zaobiđena kada su u pitanju sovjetske aspiracije. Sovjeti su, prema pisanju *Hrvatskog naroda* zatražili nadzor nad Carigradom i crnomorskim tjesnacima, te kontrolu nad balkanskim narodima povijesno i vjerski orijentiranima k pravoslavnoj crkvi u Moskvi.[157]

Odluke u Teheranu karikaturom ironično je prokomentirao i humoristični časopis *Vrabac* u svojem prvom broju 1944. Karikatura prikazuje *teheranskog* Staljina koji je nagazio britansku i američku zastavu i poručuje svijetu: *Prijatelje sam pobiedio, no kako ću neprijatelje.*[158] Na sličan način je i *Hrvatski narod,* karikaturom u svom novogodišnjem broju dočarao savezničke odnose nakon Teherana. Roosevelt, Churchill i Chang-Kaj-Shek naklonom čestitaju Staljinu Novu 1944., čime je definiran odnos snaga u savezničkom taboru, ali i najavljen značajniji utjecaj Sovjetskog Saveza na formiranje poslijeratnog svijeta.[159]



Teheranske odluke i NDH

Ustaški vrh bio je svjestan važnosti odluka iz Teherana, a posebno odluke o potpori Titu i partizanskom pokretu. Konkretna pomoć Saveznika antifašističkom pokreta uslijedila je netom nakon konferencije potporom iz zraka, bombardiranjem Sarajeva,[160] Varaždina,[161] Zagreba,[162] Splita, Prijedora i Travnika,[163] o čemu će svjedoči i tisak NDH od kraja 1943., optužujući Saveznike za barbarizam i terorizam nad hrvatskim gradovima.[164]

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[154] HL, br. 289., 10. prosinca 1943., 3.
[155] Jan Smuts (1870. – 1950.) Premijer Južnoafričke Republike u dva navrata od 1919. – 1924., i od 1939. – 1948.
[156] SNL, br. 788., 5. prosinca 1043., 3., *Konferencija bez značaja*
[157] HN, br. 887, 17. studenog 1943., 2.
[158] Vrabac, br. 1, 7. siječnja 1944., 1.
[159] HN, br. 923, 1. siječnja 1944., 4., *Godina 1944. u savezničkom taboru,*
[160] SNL, br. 788., 5. prosinca 1943., 3.
[161] HL, br. 128., 3. lipnja 1944., 4.
[162] HN, br. 973., 1. ožujka 1944., 1., *Glas prosvjeda i osude,*
[163] HN, br. 926., 6. siječnja 1944., 2., *Novi teroristički napadaji na hrvatske gradove*
[164] O ciljevima ustaške propagande vezano na saveznička bombardiranja Trećeg Reicha, Kraljevine Italije i okupirane Francuske od početka 1943. odnosno od pada Italije, a pogotovo nakon konferencije u Teheranu na NDH, opširnije elaborira Marica Karakaš Obradov. Jedan od najvažnijih zadataka u tisku NDH bio je pokazati „necivilizirano" ponašanje zapadnih Saveznika, kulturocid na arhitektonskom baštinom te kršenje humanitarnih načela. Posebna važna tema u tisku NDH bila je posvećena savezničkim bombardiranjima teritorija NDH povezanim s partizanskim pokretom otpora i njihovim ratnim ciljevima. Novine NDH bile su važno sredstvo državne politike i „odgoja" naroda te su pisale o materijalnoj šteti nanesenoj „nevinom građanstvu u terorističkim napadima", ali nikada o žrtvama među njemačkim vojnicima i oružanim snagama NDH, što je propagandno dakako bilo oportuno. U tisku NDH koji je izlazio na dalmatinskom području zamijećen je nešto pozitivniji stav prema zapadnim Saveznicama nego li u kontinentalnim predjelima, što je Promidžbeni ured vlade NDH pripisivao

Sarajevski *Novi list* u članku *Što je bombardirano u Sarajevu* optužuje zapadne Saveznike i generala D. Eisenhowera za pomaganje partizanima i teroristički napad na Sarajevo. Tito je, navodi se, neistinama uvjerio zapadne Saveznike da njegova vojska ima najmanje 200 000 vojnika, te da može biti Saveznicima koristan saveznik na jugoistoku Europe. Zato je, dalje se navodi, Tito zatražio zračnu potporu, obećavši osvajanje Sarajeva. Pritom je lagao da hrvatski narod ne želi svoju zemlju, te izostavio da se tek neznatan broj Hrvata odmetnuo *proti svoje vlastite domovine. Novi list* stavlja znak jednakosti ispred četnika i partizana, iako članak zapravo dokazuje suprotno, da su Saveznici priznali Tita, a da je politika savezničke potpore D. Mihailoviću napuštena:

Uzalud se promičba Titinih boljševika takodjer trudi da dokaže svietu kako su oni protiv četnika Draže Mihailovića. Treba i naš najveći neprijatelj znati, da su nama i jedni drugi i Titini razbojnici i Dražini četnici podpuno jednaki. I jedni i drugi se bore proti idealima hrvatskog naroda i jedni i drugi nas ubijajaju i pljačkaju. Oni misle da uzpostave Veliku Srbiju protiv čega se hrvatski narod uz ogromne žrtve, ogromne patnje i ulažući sve svoje, bori već dvadeset godina.

Teza o tome kako Tito i komunisti rade na stvaranju Velike Srbije bit će pojašnjena u *Hrvatskom narodu* od 11. siječnja 1944. Ondje se navodi kako je Draža Mihailović još 1941. naredio da se borbe u Srbiji ne vode, već samo u Hrvatskoj, što su prihvatili i partizani. Za novinara potpisanog tek jedinim inicijalom *M.* to je bio dokaz da su i partizani pod srpskim vodstvom, odnosno da imaju jednako antihrvatski karakter poput četnika.[165] Iako nije objašnjeno kako se to slaže s činjenicom da Hrvat vodi NOVJ i KPJ, maršal Josip Broz Tito, na drugom mjestu u *Hrvatskom narodu* dalje se razvija teza o velikosrpskom planu komunista. Federalistički model Jugoslavije izglasan u Jajcu 29. studenog 1943. od strane AVNOJ-a, interpretiran je u članku *Tko je izumio federalizam*, kao prikriveni velikosrpski plan. U uvodu se čitatelje podsjeća na hrvatske intelektualce iz međuratnog razdoblja koji su naivno vjerovali u federalistički koncept, a zapravo živjeli u velikosrpskoj državi, da bi se zaključilo:

U stvari su partizani isto tako velikosrbi kao Draža Mihajlović kad traže da sovjetska Jugoslavija bude uređena kao federalistička država u kojoj bi pet državnih jedinica pripalo Srbima, a po jedna Srbima i Hrvatima. Ovdje su partizani u cjelosti prihvatili velikosrpsku koncepciju, od prije prvog svjetskog rata.[166]

Na tragu teze o prosrpski orijentiranom partizanskom pokretu članak sarajevskog *Novog lista* od 5. prosinca 1943. u kontekstu odluka iz Teherana dalje razvija tezu o opasnosti boljševizma za Hrvate, koji ne poznaje pojam nacionalnosti, pa zaključuje kako nije čudno što se Hrvatsku gura u neku Veliku Srbiju. U članku se za sve okrivljuje Sovjete i njihovu političku strategiju boljševizacije jugoistoka Europe, koja predstavlja opasnost i po Hrvatsku preko Tita i njegovih partizana:

Sovjetima je stalo do toga da u našoj zemlji, kao uobće u ovom dielu Europe, stvore žarište boljševizma. Oni bi onda, kada bi se to ostvarilo lako ostvarili prelaz na nas. Nama nije ni na kraj pameti, da se priključimo Sovjetskoj Uniji. Baš naprotiv, ginući i žrtvujući se, mi najbolje pokazujemo da ne ćemo da čujemo niti za Sovjetsku Uniju, niti za Tita, njenog glavnog plaćenika i agenta. Na kraju se u članku progovara i o međunarodno pravnom statusu NDH, te što zapravo predstavlja ustaški pokret: *Uzalud oni svojim ratnim izvještajima taje, da mi Hrvati uobće postojimo, da se borimo s njima i da ginemo. Uzalud oni nastoje prekriti našu borbu nekom djelatnošću okupatora…Ali ovdje se bore naši ustaše i domobrani, ovdje se bore Hrvati proti jedne paklenske osnove, koja se želi provesti nad našim svietom.*[167]

Teza koju je ustaška propaganda potencirala, da su ciljevi komunista jednaki onima četnika, stvaranje Velike Srbije, bila je posve netočna. Naprotiv, jugoslavenski komunisti vodili su rat protiv četnika i velikosrpske ideje, a na diplomatskom planu jugoslavenskoj izbjegličkoj vladi u Londonu nastojali su onemogućiti u poslijeratnim planovima restitucije Kraljevine Jugoslavije. Zato je jedna od odluka iz Jajca bila oduzimanje prava zakonite vlade Jugoslavije takozvanoj jugoslavenskoj vladi u inozemstvu i o zabrani povratka u zemlju kralja Petra II. Karađorđevića. Što Saveznici neće prihvatiti.[168]

Odluke AVNOJ-a iz Jajca uopće se ne podudaraju s interpretacijama iz novina NDH. Ondje su definirani glavni ciljevi naroodnoslobodilačke borbe, pobjeda nad fašizmom i oslobađanje jugoslavenskih naroda, što je podrazumijevalo i rušenje osovinske tvorevine NDH, te rješavanje nacionalnog pitanja na području u Jugoslaviji. Formirana je jugoslavenska vlada, NKOJ te je AVNOJ proglašen najvišim zakonodavnim tijelom narodnog oslobođenja Jugoslavije. Zasjedanjem u Jajcu članovi AVNOJ-a ispred zemaljskih antifašističkih vijeća, donijeli su odluku o izgradnji Jugoslavije na federativnom principu. Taj je princip samoodređenja naroda,

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pomorskoj prošlosti i vezama s Francuzima i Englezima. Karakaš Obradov, Marica, *Anglo-američka bombardiranja Hrvatske u Drugom svjetskom ratu, Savezнички zračni napadi na Nezavisnu Državu Hrvatsku 1943. – 1945.*, Hrvatski institut za povijest, Zagreb 2008., 48.-61.

165 HN, br. 930., 11. siječnja 1944., 3.

166 *Tko je izumio federalizam*, HN, br. 951., 4. veljače 1944., 1, 2. Vjerojatno se misli na Vojvodinu, Makedoniju, Crnu Goru i BiH, te Srbiju, kao onaj dio jugoslavenske federacije koji bi trebao pripasti Srbima.

167 SNL, br. 788., 5. prosinca 1943., 3.

168 Rješenje je postignuto u dva sporazuma Tita i Šubašića 1944., a potvrđeno na savezničkoj konferenciji u Jalti. Bilandžić, Dušan, *Hrvatska moderna povijest*, Zagreb 1999., 163. – 166., 180., 181. Jakovina, Tvrtko, *Između kralja, poglavnika i maršala – Odnos Saveznika prema Hrvatskoj/Jugoslaviji 1945., Znanstveni skup 1945. - razdjelnica hrvatske povijesti*, Zagreb, 2005., 170. 172., 177. Đilas, Milovan, *Revolucionarni rat*, Beograd 1990., 382.

uključujući i pravo na odcjepljenje ili na ujedinjenje s drugim narodima, trebao je jamčiti punu ravnopravnost naroda Srbije, Hrvatske, Slovenije, Makedonije, Crne Gore i Bosne i Hercegovine.[169]

Za partizanski pokret u Jugoslaviji bila je važna zajednička odluka zapadnih Saveznika i Sovjetskog saveza iz Teherana da će podržati Josipa Broza Tita i pokret otpora predvođen komunistima. Time je NOVJ de facto priznata za savezničku vojsku koja se na prostoru Jugoslavije bori protiv zajedničkog neprijatelja. Već su u Teheranu Saveznici dogovorili i stvaranje nove federativne jugoslavenske zajednice. Tom je prigodom odlučeno da će se Jugoslavija kao država obnoviti u potpunom teritorijalnom integritetu i nezavisnosti. Pitanje njenih zapadnih granica i zahtjeva prema Italiji odlučeno je da će se riješiti nakon rata na osnovi prijedloga predsjednika SAD W. Wilsona iz 1919. godine. Pokušaji desnog krila HSS-a i dijela ustaškog pokreta u NDH da tijekom 1944. Hrvatsku kao *corpus separatum* približe Saveznicima, bit će osuđeni na propast. Saveznici su od Teherana pomagali i podržavali isključivo partizane, jedinu snagu koja je pružala otpor Nijemcima, odnosno garantirala obnovu Jugoslavije i podupirali su suradnju HSS-a s komunistima.[170]

Saveznici u Teheranu ipak nisu priznali odluke AVNOJ-a, vrhovnog predstavničkog tijela naroda Jugoslavije iz Jajca 29. studenog 1943., kojima je formirana vlada, NKOJ na čelu s maršalom Titom i komunistima, a kralju Petru i izbjegličkoj vladi u Londonu zabranjen povratak u zemlju. Zapadni Saveznici, odnosno Churchill koji je u ime Saveznika vodio pregovore s Titom[171] tijekom 1944., inzistirali su na sporazumu NKOJ-a i izbjegličke jugoslavenske vlade, što će biti ostvareno sporazumima između Tita i Ivana Šubašić, predsjednika jugoslavenske vlade u izbjeglištvu (16. lipnja i 1. studenog 1944. na Visu).[172] Nakon Teherana politika Saveznika prema jugoslavenskom pitanju jedinstvena je. Poruka Churchilla Staljinu početkom 1944., netom nakon Teheranske konferencije, svjedoči o savezničkom dogovoru da neće jednostrano postupati i da će podupirati isključivo NOP na prostoru bivše Jugoslavije, ali isto tako da će raditi i na približavanju NKOJ-a s izbjegličkom vladom u Londonu.[173] Churchill nije htio komunističku Jugoslaviju, pa je Staljin prihvatio kompromisno rješenje koje će uključiti i jugoslavensku kraljevsku vladu u izbjeglištvu u projekt nove Jugoslavije.

Zaključak

Ustaška je propaganda od Teherana pa gotovo do kraja rata, s povremenim odstupanjima u *Spremnosti*, zagovarala samo jedno rješenje, borbu uz njemačkog saveznika za hrvatsku državnost. A to je značilo, koliko god bilo apsurdno, borbu do poraza, odnosno do propasti NDH i kažnjavanja ratnih zločinaca. Bila je to krajnje apsurdna propagandna agitacija, koja se opravdavala svetom borbom za nacionalne ciljeve u ustaškoj režiji. Značajnu ulogu u kreiranju takvog ozračja od dnevnika imati će najznačajniji dnevnici u NDH, *Hrvatski narod, Hrvatski list* i sarajevski *Novi list.* Tako se u članku *Mnogi su progledali* objavljenom 16. prosinca 1943. u *Hrvatskom listu* navodi kako su mnogi u NDH već progledali protiv koga se vodi dvogodišnja borba, odnosno za čim ide *šuma*: *U Hrvatskoj se ne vodi borba protiv ustaša, u Hrvatskoj se vodi borba protiv hrvatskog naroda*. Ta teza o ustašama spasiteljima hrvatskog naroda, odnosno identifikaciji ustaštva i izvornog hrvatstva, bila je temelj ustaške ideologije.[174]

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[169] Petranović, Branko – Zečević, *Momčilo, Jugoslavija: 1918-1988. Tematska zbirka domkumenata,* Beograd 1988., 655.-659., Bilandžić, Dušan, 154.

[170] Schmidt, Amy, *Hrvatska i zapadni saveznici*, *Časopis za suvremenu povijest* 34, br. 1., Zagreb 2002. 80., 85., 90.

[171] Pred ministarsku konferenciju u Moskvi, koja je prethodila Teheranu, Tito je preko sovjetskih diplomatski kanala iz Jajca poslao poruku o nepriznavanju kraljevske vlade, zbog podrške D. Mihailoviću, te o zabrani povratka kralja u zemlju. Tu odluku CK KPJ, Sovjeti nisu iznijeli na Teheranskoj konferenciji, respektirajući britanske stavove, koji su tada još uvijek vidjeli mogućnost pomirbe četnika i partizana. U britanskoj diplomaciji gotovo do kraja rata prevladavalo je mišljenje kako je Srbija četnička, a Zapadna Jugoslavija partizanska. No odlukom iz Teherana pomoć je usmjerena na partizansku stranu. Đilas, Milovan, 363., 364.

[172] Bilandžić, Dušan, 152., 163. – 166.

[173] Churchill, Winston, *Tajna prepiska Churchill – Staljin*, Zagreb 1965., 301.-302. Neposredno nakon Teherana, britanska vlada je dobila suglasnost SSSR-a da se pronađe kompromisno rješenje u Jugoslaviji. O tome svjedoči poruka sovjetske vlade A. Edenu iz prosinca 1943. Tako se jugoslavenska kraljevska vlada u izbjeglištvu B. Purića našla pod pritiskom Velike Britanije, SSSR-a i NOP-a te onog dijela emigracije koji nije htio slijediti politiku podrške Draži Mihailoviću. Prepiska Tita i Churchila tijekom siječnja, veljače i ožujka 1944. otvorila je put viškim pregovorima i sporazumu između NKOJ-a i kraljevske vlade. Churchill je do lipnja srušio vladu B. Purića i izrazio spremnost da žrtvuje Mihailovića i time izađe u susret Titu. Petranović, B. Zečević, M, 678.

[174] HL, br. 294, 16. porsinca 1943., 5.U *Spomen knjizi prve obljetnice NDH* u kontekstu ustaškog oslobođenja zemlje navodi se kako je ustaštvo temelj države Hrvatske, *najsudbonosniji i najsnažniji pokret u obstanku hrvatskog naroda,* a *pod vodstvom Poglavnika najsigurniji jamac velike hrvatske budućnosti u budućoj novoj Europi. Stvara se nova Europa, izgrađuje se ustaška Hrvatska, koja se rame uz rame bori sa svojim starim saveznicima, s nepobjedivom njemačkom vojskom protiv zajedničkih neprijatelja. Spomen knjiga prve obljetnice NDH,* Zagreb 1942., 10. Iz citiranog je posve jasno da je moguća jedino nova Hrvatska u *Novoj Europi,* prilagođena novim vrijednostima, a da to može provesti isključivo jedna politička snaga, ustaše. Isti oni koji su proveli nacionalnu revoluciju, oslobodili zemlju, imali su zadatak u novim okolnostima provesti i društvenu revoluciju. Osim ustaškog, od tada neće biti moguće zamisliti niti jedan drugi hrvatski politički narod. Taj totalitet na kojem se inzistiralo, zapravo je sastavni dio ideologije *novog europskog pokreta*, nacionalsocijalizma i fašizma, ali na ustaški način. Hrvatska neće imati Duce-a ili Führera već Poglavnika, neće imati Gestapo, već UNS, ali će se na vrlo sličan način povezivati stranačko i državno, državu i narod, prepoznavati slične ili iste neprijatelje. [174]. Jelić-Butić Fikreta, *Ustaše i NDH 1941 – 1945*., Zagreb 1977., 150.-151.

Ustaški tisak pritom je inzistirao na netočnoj činjenici da hrvatski narod nema alternativu, osim ustaške politike te da svaka druga suprotstavljena politika znači povratak Hrvatske u velikosrpsku zajednicu. To naravno nije bilo točno jer su Hrvati držali vodstvo komunističke partije (Josip Broz Tito, Ivo Lola Ribar, Vladimir Bakarić) a od početka lipnja 1944. Hrvat, Ivan Šubašić preuzima voljom zapadnih Saveznika predsjedavanje jugoslavenskom izbjegličkom vladom u Londonu. Hrvati su bili ti koji su sa Saveznicima 1944. dogovarali stvaranje nove poslijeratne Jugoslavije. Ne treba zaboraviti i ulogu HSS-a od 1943. i napore da se NDH omogući prelazak u savezнички tabor, kao i značajan doprinos HSS-ovaca u antifašističkom pokretu. [175]

Koliko god to bilo nelogično, u tisku NDH na svaki se način nastojala dokazati bezizlazna pozicija za hrvatski narod. Njemački saveznik je gubio rat i na to su ratna izvješća početkom 1944. nedvojbeno ukazivala, no čitateljstvo je uvjeravano da alternative zapravo nema, jer se samo još Nijemci bore protiv komunista. Zato je u sarajevskom *Novom listu* 27. siječnja 1944. u članku *Kad Englezka zahvaljuje* čitateljstvo upozoreno što donosi savezništvo s Velikom Britanijom. Draža Mihailović, navodi se, napušten je od Saveznika, iako je donedavno slavljen kao *duša otpora* protiv Nijemaca: *...sada njegovo miješanje u stranačku politiku moskovskog štićenika Josipa Broza naziva prokletstvom.* Također se konstatira čvrsta britansko-sovjetsko savezništvo:

Da je britanska vlada ovog čovjeka (J. B. Tita) koji je po priznanju Observera više godina prosiedio u tamnici, formalno priznala nekim autoritetom i maršalom, predstavlja tipično britansku balkansku politiku.[176]

Dokazujući pogubnost suradnje sa Saveznicima kada je u pitanju *hrvatska stvar*, ustaška propaganda na primjeru Jugoslavije potvrdila je kako savezništvo SSSR-a i Velike Britanije dobro funkcionira, što je bilo dijametralno suprotno dotadašnjim naporima. Konfuzija koja je nastala kod ustaških ideologa, bila je rezultat odluka iz Teherana i nedvojbene sloge Saveznika. Churchill je u Teheranu prihvatio Tita i NKOJ za saveznike, a Staljin uključenje izbjegličke vlade formiranje nove Jugoslavije. Dogovor je postignut relativno lako, jer je Saveznicima je prije svega bila važna pobjeda nad Njemačkom i njenim saveznicama, dok su politička pitanja u Istočnoj i Jugoistočnoj Europi imala manje važan značaj.

U vrijeme teheranskog sastanka *Glavno ravnateljstvo za promičbu* novinskim redakcijama u vidu predložaka za članke dostavljalo je i velik broj propagandnih tekstova i vijesti posvećenih boljševizmu, Sovjetskom Savezu i poslijeratnim osnovama. Dva su članka nedvojbeno značajno utjecala na ton pisanja hrvatskih novina potkraj 1943., *Što nam predstoji ako.....* i *Dobar savjet*: «*Postanite boljševici*». U prvom se jasno poručuje što očekuje veći dio Europe, a time i hrvatski narod, budu li Sovjeti pobijedili: *strahovitu smrt miliona, progoni na prisilan rad na daleki Iztok za ostatak našeg naroda. Sve ono što mi uključujemo u našim dušama i srdcima, naše crkve, naše liepe stare gradove, velike pjesnike i učenjake našeg naroda nestat će s lica zemlje*, a potonji upozorava one koji očekuju spas od zapadnih Saveznika *Izbijte si sva ta očekivanja iz glave! Postanite boljševici!* Poruka ustaškog vrha hrvatskoj javnosti bila je jasna, u savezničkom taboru Sovjeti vode glavnu riječ i nije realno očekivati primjenu načela Atlantske povelje. Bude li prema planu iz Teherana III. Reich

SHINTO RELIGION AND ITS SOCIAL CHARACTER

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Abstract
Shinto religion crystallized, due to geographical factor, social customs and preserved their importance. In that process values had emerged that are even today an important part of the lives of the Japanese people: hygiene, purity of the body and the spirit, carefulness, etc. We are searching for the specific thing this religion is offering and nurturing, such as preservation of the tradition, good oration, prayers, love towards the State and the country. This study encourages great, superior, spiritual and divine and it finds a model for that in the nature, natural phenomena and surroundings. We try to show the lasting of the religious study, customs and beliefs that had been transferred through centuries without written books or prophets. We want to show the coherence of the lives lead by Shinto believers with natural surroundings to which they admire without any limits and are trying to live in accordance with it.

Keywords: Shinto, Kami, stories, rituals, Tsar's relics, responsibility, community, collective spirit

1. Main characteristics and things by which it is conditioned

In ancient history, in fishing, hunting and agricultural habitats of Japanese islands, customs and beliefs had been practiced which did not bear a mutual name, but still had an important influence on the culture and overall social

[175]Matković, Hrvoje, *Povijest Hrvatske seljačke stranke*, Zagreb 1994., 434.
[176] *Kad Englezka zahvaljuje*, SNL, br. 830, 27. siječnja 1944., 2.

development of the country of Japan. As nowhere else in the world, geographical factor had been deciding influence in the fact that through centuries the spirit of Japanese people made completely clear their way of thinking and the values which had been determining Japanese lifestyle up to these days. *Hygiene, purity of the body and the purity of the spirit are the most important* since Shinto Shrines are located near running waters and springs, so believers can wash their hands and mouths before they enter the Shrine. It is being believed even up to the present day that orations and successfully said prayers, when it refers to style of the prayer, in Shrines are to acquire mercy from the Gods, as well as their blessing and that they are to bring success in life. The second value is Japan itself, where children are being thought since their early age that they should love their country, show delight for nature that surrounds them and nurture spiritual values. These beliefs, customs and studies gained a name during the 6th Century A.C. i.e. in the period when spiritually strong Buddhism had spread over the territory of Japan. With the aim to save their own tradition, customs and rituals and to differentiate them from Buddhism, Japanese people named their spiritual values *Shinto.*[177] This word is actually of Chinese origin, i.e. it is synonym for Japanese phrase *kami-no-michi*, which means 'Way of the Gods'. Kami is a word that signifies both singular and plural, and it can have diverse meanings: tall, superior, God, Divinity, spirit. Kami can represent everything that is around us, such as natural phenomena and all the things a person can perceive with it senses: thunders, earthquakes, wind, storms, waters, mountains, woods and animals. All of this is unusual in some way in the conscience of a man. This religion, unlike Judaism, Christianity and Islam is not being tied to one Divine creature and to one founder and it does not have a holy book or a text, such as Bible and Curran, or Jesus and Mohamed. The belief is based on ancient verbal lectures, i.e. prayers (norito) that have been written significantly later. This religion is polytheistic, since it is a religion with diverse Divine Creatures which are not above people like it is the case in some other religions, but are ordinary inhabitants of the world and are only living as common people do. In the conscience of the Shinto, the world by which we are surrounded is perpetual cycle of the creation of divinities and things in the nature (trees, waters, mountains, etc.) which have their own spirits. The man is not a creation of God, but it is constituent part of the cycle and the entire system in the nature, as well as everything else that exists in the world and in the nature. Shinto is not relying on just one whole mighty power that is incorporated through entire world, such is the case of Taoism or Great Sole – when Indians are concerned. It originated from everyday life of the simple hunter, cattle breeder and agriculturist who are inhabitants of the Japanese islands' villages, since this religion is linked to soil and therefore every Japanese person adores it, as well as they adore the state of Japan. The Japanese, who are adherents of Shinto religion, believe that they become that just by being born. Due to this reason, all of Japanese people, regardless the fact if they are believers or not, participate in festivities and celebrations of the holidays. *Paula R Harc* says that 'Shinto *is practically a synonym for the character of a Japanese person'*. Shinto is, in fact, national religion *of* the Japanese who are deeply connected with their country and its natural wealth, and they never had an intention to spread this religion outside of their own country, since it belongs only to them and it makes sense only to them, unlike missionaries and violent incorporation of some other religions. *In the conscience of the contemporary Japanese person, there is a belief that wonderful islands of Japan and the Japanese nation have been created by heavenly Kami. This is why firm belief in Kami had been preserved up to this day, as well as expressed gratitude and respect shown towards them. By this fact, perseverance of this belief that Kami are the ones who had created the country of Japan and Japanese people, as descendants of God, is being secured*[178].

2. Outer influences and spiritual improvement

With time, especially at the beginning of the 3rd century A.C. Confucianism and Taoism started making a significant influence on Shinto tradition, but that act had not aroused any kind of suspicion among the Japanese people. In fact, these two studies have been developed in China, and by Koreans' conquest of China in time when Han dynasty was ruling, in the period from 220 year B.C. up to 206 year A.C. they have been spatially moved more near to Japan, and starting from 57th year A.C. spiritual achievements of the ancient Chinese culture had been brought in Japan by enlightened Chinese people of that day. It have not been on rear occasions that the Japanese court would invite educated Chinese people to bring their experiences and achievements of China, and starting from 200 year A.C. the big number of Chinese people had moved to Japan. 'At that time, Japan had still been quite primitive. It did not have its own letter, thus not having written works of poetry or literature. It had developed crafts, but there had not been many paintings and drawings and there had not been centralized authority – and all of this had existed in China for more than two thousand years. Written word is one of the most important cultural values which China brought to Japan. The Japanese people have gradually accepted Chinese writing system, by fitting it in their own language. It finally made possible for them to write down the oral history of their country, as well as the basics of the Shinto religion.[179]

[177] How was Hinduism and when named, you can learn in more details in the book of the Author Madhu Bazas Wangu in the book Buddhism, Belgrade 2002., Mirče Elijade, World Religions, Public book Alfa, Belgrade 1996.
[178] Will Durant, Eastern Civilizations, Public Book Alfa, Belgrade 1995, page 828.
[179] Paula R. Hartz, Shinto, Cigoja, Belgrade 2002, page 36.

Confucianism, with its efforts and keeping of the rightful relationships among people, then with its respect of tradition and of ancestors; work and moderation, perseverance and nurturing the harmony in nature and in the family, had been completely in accordance with the Japanese views regarding sensitivity towards the nature and the family. The study of Confucianism regarding rightful relationships which exist between: parents and children, husband and wife, older and younger brother, between two friends, the ruler and people submissive to him, is completely in accordance with Japanese views about family and social relations. Due to these reasons this study had an important impact on Japanese people.

Along with Confucianism, Taoism came to Japan as well, which represents second strongest philosophy value of the Chinese people. Taoism, as well as Shinto religion, pleads for harmony and respecting of the nature. Taoism puts out *Tao* as the only power which is behind everything in the nature and the Universe, and Shinto, and Shinto is based on the premise that behind all things there is a force, but that force is not incorporated in one, but in big number of gods – Kami, despite the difference that exists regarding conscience on demiurge (one or more). Therefore, in the spiritual creation, both Shinto and Taoism have great spiritual similarity and relatedness.

Starting from 1549 Jesuit *Francisco de Ksavijer* brought Christianity to Japan and it had been welcomed by people living on the islands. However, this study, according to some authors, was completely different when compared to docile Chinese values of Confucianism, Taoism and Buddhist's view of the world, so due to that reason it had not been well accepted in Japan. It would be more logical to say that Jewish – Christian symbiosis that exists in Heavenly father would probably not be a problem for the Japanese people, considering the fact that they had great openness for spirituality and diversity, but the problem for the Japanese people was unbearable aggressiveness shown by the promoters of Christianity in colonized Europe. From the day it came to Japan, Christianity needed only one century to become unacceptable and that Japanese authorities think of it as a treat, so therefore it had been forbidden.[180] When some new religious forms of Shinto religion are concerned, an interest has been shown regarding the care Christian people had shown for the poor and financially challenged, as well as for some other ideals present in Christian faith, such as healing by faith. Some of the studies, such as *Toneriko* study, even advocate the existence of only one God and have created the new version regarding how Japan was created, as well its people. Namely, the God had given instructions to Izanagi and Izanami to create people. The founder of this Shinto doctrine *Miki Nakajama,* faced un unusual experience – ecstasy, when she had been visited and inspired by Divine force. This study tells us that the human mind can be used in the wrong manner, which can lead to sickness and the sickness gained in this way could only be cured by purification of the mind. When mind is being used in a wrong way, it can cause: *austerity, hatred, envy and self-centered love, hostile feelings towards other people, anger, greed and arrogance*. *Kurozumikjo* study, as part of Shinto religion, was founded at the end of the 18th century by *Kurozumi Munetada.* After it had been revealed, the Sun entered into him, thus making him a healer. The sick came and asked for help. He was inclined to enlighten people by brining them close to his study. [181]

From the 7th century A.C. notable influence of Buddhism almost emerged itself into Shinto beliefs. Even today, out of 125 million of Japanese people, 112 of them are practicing Shinto, but around 75 % of Shinto believers are Buddhist at the same time. This duality had never created social and religious conflicts, so therefore the wealthy spirit of the Japanese people says that 'you are born as a Shinto, but you die as a Buddhist'. The strong influence of Buddhism had been kept until the end of the 18th century and the first half of the 19th. During the second half of the 19th century in the period when Tsar *Meidjija* had been ruling, in the scope of overall reforms that had been going on after 1868 Shinto became National religion.[182] Shinto Shrines and Temples have been helped by the money from the State in great amounts, and patriotism, as well as obeying the Tsar, as a God's representative and descendant of the ancestors of all the Japanese people, had been especially advocated. This is the period when Shinto finally left the shadow of the great Buddhism. Statues of Buda had been thrown out of Shrines, and from the Buddhists' temples holy Shinto relics had been removed. This is the period when religion took its strong swing, which had been especially noticed in rural areas. Shinto went through purification with the initial intention to repress and set itself free from Buddhism. After more centuries of existence of these two religions at the same time, they have been separated even when it comes to separated places for religious practices. In this manner, Shinto had become official national religion. During this religious renaissance variations of Shinto practice emerged at the same time, and along with them, charismatic leaders. Despite their mutual differences, there had always been common faith that had dominantly Shinto character. This, so-called

[180] Look at the book by Paula R. Hartz, Shinto, Cigoja, Belgrade 2002, page 51. Christian movement became illegal for the following 200 years since the ruler of the time from the Tokugava family forbidden it. The third ruler from Tokugava family exiled in 1630 all foreigners and he closed all ports for European merchants. Only a couple of Holland merchants had a right to limited merchandising with the Desi islands since they had not been advocating Christian religion. In this period, the laws have been passed by which the Japanese people have been forbidden to leave Japan. For the next 215 years, Japan had been self-isolated. The same, page 53.

[181] P.R. Hartz, Shinto, Cigoja, Belgrade 2002, page 6466.

[182] Mirče Elijade, World Religions, Public Book Alfa, Belgrade 1996, page 263

National Shinto, was kept until 1945, the time when Japanese government decided to terminate it. Tsar *Hirohito,* on the occasion when he was addressing people in 1946 publicly denounced divine nature. However, Tsar still served all three Shrines that are in the scope of his Palace and he represented superior priest of the Tsar's Shinto religion. In the ritual, Tsar pleads the Gods, Kami, for the well being of the country and its people, maintain relations with the legendary ancestor in the biggest Temple in *Ise,* which had been dedicated to heavenly great Kami, i.e. the goddess *Amaterasu.* By Japanese constitution, which had been brought after World War II, the freedom of religions had been allowed, but it had also been forbidden that the State advocated in favor of Shinto religion. Among the people, the need for faith appeared, since Japan got out from the war devastated and defeated. People had been fulfilling their needs in more than 8000 Shrines of Shinto religion, scattered all over Japan. These Shrines remained without state's financial support and had created their own organization under the name *Association of Shinto Shrines.* This association has been taking care of the Shrines up to this date, as well as of celebrating holy days, holidays and training of the priests.

Japan has a long tradition regarding Tsars and it is quite natural that with time more firm connection had been created between the Tsar, the family of the Tsar and the Palace of the Tsar, with Shinto religion and its organization. Today, these relations are usually being referred to as *Tsar's Shinto.* Namely, in this religion it is being believed that the Tsar is the keeper of the religion. Such significant protection of the faith has been represented through three Shrines, as well, in the complex of the Palace of the Tsar, where the Tsar performs religious rituals and ceremonies of Shinto religion. Usually, for the holidays, Tsar gives great gifts to this Shrine, announces significant news from the life of the Tsar's family and the Shrine is being visited, on some very important occasions, by some of the members of the family (usually female) and she serves together with the priests.

It is without doubt that Shinto religion has changed through time; it was shaped and adjusted to urban and industrialized Japan. However, Shinto has still remained mostly *national religion,* where people in small local shrines (81000 of them exist today), and mostly in their own homes, nurture initial customs of its ancestors that include showing respect for Kami of the home and for Kami of the local community, production associations, etc. People can be included in the organized life of one of the Shrines, but, independently of that, understanding Shinto is, after all, personal characteristic of every individual and it is mostly family religion. Due to this reason, there is an altar in every home for Kami and members of the family pray in front of it for personal and family well being, as well as for well being of the State, and this is accompanied by suitable rituals. *Through these rituals and practices performed in the Shrines, children learn to respect their ancestors, leaders and the nature, to nurture their own intuition, purity and respect, correct behavior and rightful relationship for the others. They are expressing gratitude for the Kami for their kindness, for goodness expressed in the form of the fertility of the wheat fields, business success, a lot of water, success achieved in school, education, etc.*

3. Origin of the texts, religious practice and collective spirit

Oral lectures and beliefs of the Shinto religion believers had existed for centuries and they had nurtured, among other things, the myth about heavenly origin of the Tsar's family tree, of Japanese people as descendents of the Gods and of Divine origin of Japanese islands and the state of Japan. Worried that these stories might be forgotten and dismissed, Tsar *Temu* had ordered that ancient stories and beliefs must be memorized. That is why his servant *Hojeda No Are,* memorized all that had been said regarding inheritance and the family tree of the Tsars and ancient traditions from the life of ancestors of her people. Tsar *Gemu* ordered that this oral history be written. In this way, in 712 A.C. writing of the book named *Writings on ancient things or Kojiki,* which included all the stories of Tsars' family trees. The book Japan Chronics i.e. Nihongi or Nihon Soki, included lectures regarding divine origin of Japan and it was finished in 720.[183] These two books represent foundation for the religious study and the Shinto philosophy; such is the case with Vedas and Upanishads in Hinduism. In the later stages, variations of these books have been created regarding ancient event and beliefs that had been written in the meanwhile. [184] These records provide information on heavenly and earthly Kami, family trees of the Tsars that starts from the Sun goddess *Omikami Amaterasu, which in translation means heavenly great Kami, who had sent, through her grandchild Tsar's relics on earth to the tsar of Japan: mirror, diamonds and the sword, as a sign of the Tsars' power and Divine origin of the Tsar.* Phenomena are explained by them: day and night, good and evil, suffer and death. It also says that the world has not been created, but that it existed for the whole time. In its early stages it consisted of informal, oily sea, covered with rattan. In time, the sea divided in three parts: sky, the middle level, still covered with sea, and un underworld, the dark place, and the Japanese islands that have been created by the pair of Gods (man and female), Izanagi and Izanami (brother and sister, who later became a married couple and they are descendents of three Kami who went to the sky in the period when the sea

[183] Look at the book by *Mirče Elijade, World religions, Public Book Alfa, Belgrade 1996, page 260*

[184] We can find different versions of the same thing even in the stories from the Bible, such as Gospels according to Luka, Marko, Jovan, Mateja, look in the Bible for more details.

had been divided), who came down from the sky on the bridge made of the rainbow, from which Izanagi put his sword into the sea, then he pulled it out, and the sea drops that had been falling from the sward gained firm shape and in this manner the first island *Onogoro* had been created, and then other great Japanese islands.[185] Myth stories regarding heavenly creation of Japan, the Japanese people and the Tsars' family trees are incorporated even today deeply in the conscience of the Japanese people. Through history, Japanese culture has been an important constituent of cohesion and of joining the forces of the Japanese, who consider they to be blessed and unique (like Jewish religion about Israel people as being divine, chosen people).

Out of native beliefs, Shinto has grown, through centuries, into *national value; it became reliance, and with its spirit it is incorporated into every individual, family and social life of the Japanese people. Shinto gathers people, fortifies collective spirit, develops personal responsibility and a sense for community.* Due to these reasons, religious rituals in and around Shrines provide satisfaction of the spiritual need for the faith for becoming one with Kami, and personal strength is being fortified through the act of purification, while the possibility of inspiration is also being provided. In this act, all people are active, and the role of priests can be performed by ordinary people who support themselves by performing completely common jobs. Ceremony involves all people who live near the Shrine; respectable individuals are being present, musicians, and common people, as well. In the Shrine itself, Kami are being summoned, presents are being given, and girls (miko) are dancing, one girl is spilling salt around the boiler with the heated water and takes water from the boiler and is giving it to people who are present to take a sip. Miko girl, a dancer, is stirring water with the bamboo branch and waves with it above the heads of the people who are present and drops of boiled water are falling on their heads. After that, the water from the boiler is being sent to all people present to drink it, by which unity with Kami is being achieved. In this ceremony, striving for the purity and for renewal is being expressed, as well as gratitude and respect for Kami. According to Shinto belief, this ritual is of extreme importance since it provides balance between nature, Gods (Kami) and people. Church calendar contains all local, regional and national holidays (macuri). In most of the cases, Shinto holidays are related to Shinto genesis, which is in agricultural community, so therefore the holidays are in accordance with agricultural life and work.[186] Seeding, harvest, the change of the seasons, i.e. changes that occur in the nature, such as blossoming of the plants, changes of the color of the leafs in nature, are being celebrated by a ritual. *Especially important celebration is the New Year. It symbolizes the new beginning, renewal and new contents in the lives of the people.* Holidays are gathering people at the same time, who stop working for one or seven days. The man in this system of values is not preoccupied with himself, but with belonging to the collective spirit, and due to that reason people sing, dance, act and have fun. People compete in wrestling, shooting with bow and arrow, horse racing, they make camp fires, etc. As in other religions, Shinto celebrates important periods in the life of people, such as: *birth, marriage and death, fertility is important, as well as growth and giving birth. Sincerity is being nurtured, as well as cooperation, loyalty, unity. Every community, association and neighborhood are being considered as a family, as one, as an entity. That is why team work is the basic for agricultural and social success in Japan, the basic straw of civilization which had grown on one geographical area, in a place where people are related by blood and where clans have power and influence.*

4. Social life and moral norms

In ancient history, when passing through the periods of animalism and totemic, old Japanese people worshipped their ancestors and had been seeing everywhere around them the spirits – in the stars, plants, insects, in the fields, mountains, animals, people, etc. Fortune telling had been the most favorite way to plan any kind of business or possible road or war. People feared of the dead since they had believed that the evil will of the dead can cause great problems for a living man, and at the same time they had worshipped them and brought gifts to their tombs. The dead had been buried with the object they used in everyday life: men with a sward, women with a mirror, and food had been brought to the mounds every day. Sacrificing people had been a practice, but not widely, only with the aim to solve some bigger issue they had encountered with, 'for example to stop some storm or to secure the stability of the construction or the wall; and escort of the dead ruler was sometimes buried along with him, in order they would be able to defend him after his end in this life.'[187] With time, by relying on its tradition, Shinto religion had been created, as well. Shinto had not developed comforting study regarding

[185] 'Izanagi and Izanami got married. Their intercourse produced eight main Japanese islands –Avadzi, Sikoku, Oki, Kjusu, Iki, Cu, Sado And Ojamoto. Izanami also gave birth to a lot of important kami – God of the sea named Ohovata-cumi, God of the wind, named Simacu-Hiko, God of the mountains named Ohojama-cumi, and many others. Izanagi and Izanami represent parents of the entire geography of Japan – its mountains, trees, waterfalls, flowers, winds and rains. When Sima-Cu-Hiko was born, the God of Wind, it blew of the fog that had been covering the islands and Izanagi and Izanami saw, for the first time, what they have created.' Paula R. Hartz, Shinto, translation, Cigoja, Belgrade 2002, page 17. Look in more details about Shinto mythology, *Mirče Elijade, World religions, Public Book Alpfa 1996, pages 261-262.*

[186] 'Since traditional Japanese Economy has been agricultural, the biggest number of customs and holidays have been seasonal.'. *Mirče Elijade, World Rreligions, Public Book Alfa, Belgrade 1996, page 262*

[187] Will Durant, Eastern civilization, Public Book Alfa, Belgrade 1995, page 830

immortality, heaven or hell. The thing that is being demanded from the successors is occasional pilgrimage, worshipping of the ancestors, of the past and the Tsar. Appearance of Buddhism incorporated fear of Gods, peacefulness and obedience. This made possible for the Tsar to become the ultimate creature and to sometimes be called Tensi or 'The son of the sky', usually Teno or 'Heavenly King', rarely Mikado or 'Exalted gate'. Tsar could have as much women as he wanted, the heir to the throne did not have to be his real son, but anyone from the successors' line. In the early period (Kjoto), Tsars have been inclined to religion and according to tradition some of them abdicated and turned into Buddhist's monarchs. There had been some examples of the cruel behavior towards the citizens, since Tsar would make people 'climb on the trees from where he would take them off with bow and arrow; he would catch girls on the streets, tie them with wires and throw them to the ponds; His highness loved to horse-ride through the capital city and to whip people living there; at the end, his subjects would throw him out in an political attack that has been rear in the Japanese history.'[188] Headquarters of the Government had been transferred from town to town, from Nara to Nagaoku, then Kjoto, where it had been located from 794 up to 1190. Kjoto had at that time around 500 inhabitants, only Constantinople and Cordoba had more inhabitants in that period. Social differences have been noted: glory on one side, as well as wealth and splendor, so aristocracy had been called 'Inhabitants above the clouds, with complete right. On the other side, the city had been full of old houses and cottages in which people had been living in poverty and misery. Development of the Society influenced creation of social classes and concentration of wealth with small number of people. In this process, strong families had been created: *Fudjivara, Taira, Minamoto and Sugavara,* whose power reached even to the point that they appointed and thrown down Tsars. In its cultural development, Japan took over the achievements of China, especially regarding architecture, arts, way of writing, managing methods, dressings, food, fun, etc. Wealth and glory have created, with time, space for immoral and corruption. Prostitution and adultery had not been considered to be great sin; the position in the legal services could have been bought, since it would go to the highest bidder. Criminal had been spreading robbery and violence was present at the sea and on the land, 'culprits and pirates attacked on the roads and on the seas, both common people and the Tsar; tax collectors had been robbed on their way to the court. Groups of robbers have existed inside the country, but in the capital, as well, some of the most notorious robbers have lived openly in splendor, too powerful so that anyone would even dare to arrest or upset them'.[189] These tendencies lead to the civil wars in which powerful families have been competing among themselves with the aim to be the one who is to appoint the new Tsar. Reputation and power of the Tsar had dropped suddenly, while clan's leaders became completely independent lords of their feuds. People living in the villages stayed unprotected by the civil army and had to pay high taxes since that was the only one to be protected from the robbers. Clans became even stronger and they replaced one another, so central authority of the Tsar had not been acknowledged. The successes of Hidejašija in Japan lead to gradual fortification of the central authority. Among other things, he is also well known for forbidding Christianity in 1614 and Christians had been exiled since he was not satisfied with their response to his five questions.[190] Further success has been made by *Ijejasua*, who managed very skillfully to organize peaceful life in Japan. This ruler believed that the knowledge is the only virtue and nurtured moral norms, such as 'Life is like a long journey with hard baggage on your back. Let your step be easy and firm, so you do not fall. Make yourself sure that imperfection is the natural destiny of the mortal people and there will be no place left for dissatisfaction and desperation. When ambitious desires arise in your heart, remember the day of the ultimate need you have been through. Restraining is the root of peace and eternal safety. Think of anger as your enemy. If you only know what means to conquer, and not to be defeated, you will not do well. It is better to find an error in yourself than in the others.'[191] He directed the development of the society based on peace, not war; he encouraged the development of the science, philosophy, where he tried to direct Samurais away from the sward. He advocated compassion for the widowers, invalid people, orphans, and lonely people. He desired strict order and peace, while considered that feudal order is perfect and that it suits the nature of the men the most. Religion was considered to be good mean for the social discipline. His successors continued his road toward success, fortified executive power and took care of the people. In this manner *Jasimun* engaged himself in solving the problem of poverty and for those needs, due to the deficit in the state treasury, borrowed great amounts of money from the merchants, put great taxes on the rich, decreased expenses of the Government. He even started living modestly himself: he wore simple clothes, made of cotton, ate ordinary food, he placed the box for complaints in front of the High Court building in which anyone could put their complaints regarding performance of the

[188] The same as the 12th, page 832
[189] The same, page 834
[190] '1.Why and with what authority him and the followers of his faith are forcing Hidejosins to become Christians? 2. Why have they lead their students and followers to tear down the Shrines? 3. Why have they been throwing out of the country Buddhist priests? 4. Why have they, and other Portugese people ate animals useful to people, such as oxen and cows? 5. Why did he allow to the merchants from his country to buy Japanese people and to turn them into slaves in India?' The same, pages 837-838
[191] The same, page 839

Government and its members. 'When some *Jamasita* would harshly accuse the Government, Jasimun would advocate for the complaint to be publicly read and he would highly award the critic for being honest.'[192]
Social structure of the society included the ruling class: *tsar, the lords, barons and knights,* below them there had been 4 classes: *samurais, craftsmen, merchants, and peasants;* below them *slaves* who constituted 5% of the population (culprits, war prisoners, children sold by their parents). At the bottom of the social stratification there had been *the untouchables* (butchers, dustmen, etc). There had been over one million of samurais at that time who had been engaged with their masters. They had great privileges: did not pay taxes, got regularly amounts of rice, did not do anything but going to wars on behalf of their masters and for their country. In case that someone from the lower class would insult the samurai, he was entitled to kill him on the spot. Samurais tested their swards on dog, beggars or peasants without bearing any responsibility for the committed murder. They had their very strict honor codex (busido) and according to it they resented material jobs, gains, they neither borrowed, nor gave money, they did not want to count it, they did not break their promises, they have risked their lives for anyone who would approach them in the name of justice, they ate once per day, any kind of food, but in small amounts, had been completely loyal to their masters after whose death they would kill themselves so they could serve the masters in the other world, as well. After Tsar Macuhito died in 1912, as a sign of loyalty to the Tsar, Nogi and his wife both committed suicide. Blood revenge was allowed, so the brother or the son of the murdered person could take law into their own hands and get revenge for their blood relative. Peasants constituted great part of the population with the land they owned. It happened that the State would nationalize the land and give it to peasants to use it for 6 years, or, most often, until they die. Each spring, the State secured means for seeding and harvest. During one whole year, the peasant had to work for the State for the period of thirty days, under weapon threat. Taxes of the income had been 6% for the peasant in the 7th century, 72% in the 12th and 40% in the 19th. *Great taxes, forced work and perpetual lack of food caused mass poverty and great mortality.*
Family is an important institution in Japan. It has been expected from every man to get married and to have a family. The husband could divorce from his wife if she could not have children, and in case she gave birth only to girls, he could adopt a boy so his name would last, as well as his property since female children did not have the right to inherit anything. Children have been raised based on Chinese values and respect shown for their parents. Well organized and disciplined family would secure firm and stabile society. All family members have been obliged to show respect for their ancestors who have been providing protection for all living members of the family. The freedom was seen in the level of patriarchal family, not as a freedom of an individual. The father was entitled to murder his child, sell it to be a slave or force it to prostitution. Lower classes of the society usually lived in monogamous marriage, while upper classes had lovers. Men were 'entitled' to be unfaithful. In case a husband caught his wife in adultery he had a right to kill her in the spot and the same could happen to her lover. Prostitution had been organized, and in Tokyo there had been 15000 prostitutes in the Red Quarter. The most educated ones were called *geishas*, since they had good artistic performance and have been capable of expressing themselves poetically, and also shown good love skills. Shogun *Ijenari* issued an edict against geishas, calling them prostitutes, but despite that a lot of families and groups continued to call geishas to amuse them. Often, accepting to be geisha was the consequence of overall poverty and the only way for the family to be saved from starvation, poverty and misery.
Going through centuries filled with temptation, ups and downs, decadency and the progress of Japan and Japanese people, it can be concluded they had got themselves in the very top of the leading countries of the world in every manner. Today, Japan is a modern, powerful industrial country and the leader in banking and finance Sector. It has grown from fishing, hunting and agricultural habitats, and the Japanese culture is completely connected with the beliefs which were created as echoes of the mountains, fields, rivers and all of that which the Japanese senses felt and lived through. With time, these were formed as representations about society, men and universe - which have their spiritual expression in Shinto religion. Going around Shinto foundation, Japan transferred from primitive agricultural spirit to powerful technological giant. Sticking to its tradition and beliefs, the Japanese people celebrate, even today, with excitement seeding the rice and the harvest. These celebrations are accompanied by religious ceremonies held in Shinto Shrines that are scattered all over Japan. As in no other place, in Japanese culture the connection was successfully made between Shinto tradition and contemporary marketing spirit and business. People still value tradition and Shinto religion.

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[192] The same, page 841

SUB-SAHARAN AFRICAN COUNTRIES AND MIGRATION TO EUROPE: EXPLORING THE MOTIVATIONS, EFFECTS AND SOLUTIONS

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Abstract
In recent decades, the movement of sub-Saharan African countries to Europe has increased out of proportion, bringing about **major downsidea**. Individuals from poor African countries neighbouring the Sahara desert embark on a dangerous journey to Europe in hopes of a better life. Hundreds of lives have been lost or ruined as they leave their homelands in search of a better life. Migration from sub-Saharan African countries to Europe is significant because, apart from loss of life, most of them who do not get asylum in Europe are deported back to Africa. This paper argues that there should be cooperation between the EU and African countries on this issue involving the establishment of a network of Africa-based migration observatories to collect, analyse and disseminate information on migration flows between the two continents.

Keywords: Africa, Europe, migration, better life, loss of life, asylum

Introduction

Migrations can be classified as forced, voluntary, or imposed on migrants by circumstances.

The decision to migrate is complex but can usually be conceptualized as the result of two factors: the push factors and the pull factors. The first one includes inconvenient conditions in homeland that impel the decision to migrate, for example, loss of job, lack of professional opportunities, overcrowding, famine, war, and pestilence. As for the pull Factors, they copmprise a series of positive attributes perceived to exist at the new location, for example, better climate, low taxes, more and better space for daily life, and professional opportunities. Both factors are affected by place utility, and an individual's existing degree of satisfaction or dissatisfaction with a place. The decision to migrate is based on the person's assessments regarding whether it is better to stay or to go. Movers seek to minimise the friction of distance, and migrants tend to chose the closer location rather than the farther if both are equal in other ways. Commonly, the information about distant areas is less complete and satisfying than that of near locations. At this stage, one relevant point is that African youth who seek to migrate are pushed by circumstances in their home countries. For example, war, poverty and persecution prompt them to become refugees, asylum seekers and labour migrants.
Every year, thousands of African citizens risk their lives daily as they journey through the Sahara desert with hopes of reaching the North African coast, where they take a small boat and sail for a week or two to Europe illegally, their dreamland of greener pastures, liberty and luxurious life (Nwabugwu, 2014; Pastore et al., 2006: 110). At least, this is the image conveyed by the media and popular discourses. Alarmed by these images, the issue has also been put high on the policy agenda of the EU and its member states, which have exerted pressure on North African countries to clamp down on irregular migration occurring over their territory through increasing border controls, toughening migration law and deporting them from their own national territories. An individual's difficult situation can confine them in a struggling mood to find a better breeze of live. People from Africa are no exception to this law of nature as poor economy forces most of them to embark on a perilous journey to Europe in search of greener pastures; in a land where in they, African people, believe manna would fall from heaven. A land where there is no struggle because their progenitors built "money barns" the same way Africa's built yam barns before they die. Endless fairy tales on the lips of African people about Europe!....potential since sub-Saharan African counties, communities and nations fail to benefit from the individuals.
For Philippe (2009) and Mohamed (2008), it is the quest for greener pastures that has made most Africans, who do not possess the necessary travel documents or visas, to travel to Europe through the Sahara desert (also known as the "death zone") with the hope of entering Spain, Lampedusa, Italy via Morocco (Philippe, 2009: 1, 9; Mohamed, 2008). Morocco shares a boundary with Spain at Tanger Gibraltar separated by the Mediterranean Sea that borders the Spanish enclave. This paper will attempt to explore the motivations behind sub-Saharan African countries migration to Europe, effects and possible solutions to curb the magnitude of Africans migration to Europe. There are many approaches to migration which have defined and examined the factors why individuals migrat to other countries.

Approaches to Migration

In the words of Clugston (1998) migration is "*The seasonal movement of, usually, whole population of organisms in response to environmental stimuli such as temperature and daylight hours*" (Clugston, 1998: 501). In human societies, because migration is a demographic process that can bring about changes in the size of human population in a geographical space, its demographic importance is equated albeit differently with mortality and fertility. Teevan (1992) states that "Human migration can be defined simply as the movement of people across significant boundaries for the purpose of permanent settlement" (Teevan, 1992: 531). Given these descriptions, who is an "international migrant"? The significant words in the definitions of migration above include movement, boundaries and settlement. International migrants are, as such, persons who travel from their countries of birth, across transnational boundaries into a destination country where they would live temporarily or permanently. With Castles (2000) claims that "the term 'migrant' is understood to mean any person who lives temporarily or permanently in a country where he or she was not born, and has acquired some significant social ties to this country" (Castles, 2000: 269-281). Abramovich, Cernadas, & Morlachetti (2011) argue that migration includes those who enter a country irregularly, through trafficking or fleeing from human rights violations, as well as immigrants who are legally and permanently present in a country. For these reasons, it has been repeatedly emphasised that deprivation of human rights in countries of origin is a fore-most migration push factor (Abramovich, Cernadas, & Morlachetti, 2011: 110).

In terms of motivation, scholars of international migration and economy speculate on the factors that nurture the desire of individuals to migrate from their countries of origin to foreign countries (Chua, 2003; Castle, 2007: 351-71; Appadurai, 1996: 27-47). Outstanding among the factors originally thought to be insinuating this movement from developing to the developed nations, were the push and pull factors which include: poverty, overpopulation, unemployment, environmental degradation, war, natural and man-made disasters (Chomsky, 2006: 18, 262). There is also an argument of thought that some economic or fiscal structural policies and changes exerted on developing economies by the West and Western-based international agencies, such as the World Bank and IMF, have been the majorly-though indirectly-responsible for this trend in migration (Valiani, 2012: 91; Adepoju, 1993: 1-6; Sassen, 1988: 94). Among relevant narratives is the inflow from the Balkan states and less economically buoyant members of the European Union to the more industrialised European states. Most of the existing challenges stem from ignorance, prejudice, stereotypes and media influence. Agitations are also polarised depending on which side an individual finds her/himself. Nevertheless, transnational mobility of human (labour), goods and money is vital for transfer of knowledge, ideas, capital and entrepreneurial skills, although international borders are more porous to goods and capital than to people (Allen, 2008: 151-170). This is not different from what is obtained in North America.

In her *Mobility of labor and capital*: *A study in international investment and labor flow*, Sassen (1988) argues that the West's foreign interests in developing nations-often in their Foreign Direct Investments (FDI)-has much to do with the developing nations migration to foreign countries (Sassen, 1988: 94). This perspective is also shared in the *World on fire: How exporting free market democracy breeds ethnic hatred and global instability*. Chua (2003) argues that, rather than ensconcing peace and development, Western projection of free market and democracy to developing economies tends to yield economic and cultural conflict, and socio-political displacement of people in developing countries (Chua, 2003). From the foregoing, Li (2003) claims that the displacement of individuals from their countries of origin among other factors is one of the major forces of the South-North migration, in this paper, from Africa to Europe (Li, 2003: 39, 44, 54). Along with the phenomenal and persistent rise on the cases of Africans emigrating to European countries, the paradox of defying the uncertainties of transnational migration and crisis in receiving nations are enough evidence in finding a solution to the problem.

Again, reflecting on Schiller's work (2009) on the system of capitalist expansion that has bedevilled the world from the earlier part of the 20th century, which metamorphosed into today's globalisation, it becomes imperative to connect colonisation with the spread of Western militancy and use of force in a quest for the control of economic territories from Europe to the Americas, Africa, Asia and the rest of the world (Schiller, 2009: 14-37). Going beyond the banality of push and pull debates on the factors underlying the 21st century migration, Solimano (2010), opting for a freer and more humane international border management, extensively accentuates some critical themes on contemporary globalisation as it affects the nations and nationals of both source and receiving countries. Most relevant to this paper is his insistence that the global North should not always be blamed as the prime architect and culprit of current South-North flow in global migration. He argues that the migration of citizens of the global South to the North might have been a response to the economic and political failures in the global South (Solimano, 2010: 4–6). In fact, his view affirms Shimeles (2010), who blames the underdevelopment of the Global South, specifically Africa, on poor judgment, mismanagement, and lack of accountability among the leadership (Shimeles, 2010: 6).

However, this paper strongly suggests–matter not how simplistic–not all South-North movement of individuals across international borders to be ascribed to economic factors since several factors could possibly be at play.

One good example is the Structural Adjustment Policies (SAP), that were developed by the International Monetary Fund (IMF), World Bank (Bretton Woods Institutions) against Southern developing economies. Because these practices have continued to weaken all meaningful efforts made by most independent Southern states towards economic self-sufficiency. One could justifiably claim that the North is responsible for the economic woes of the global South and is, therefore, indirectly responsible for the current trend in the South-North migration. Appadurai (1996) though argues that it is important to mention that the pattern and flow of international migration is no longer altogether mono-directional, as implied by South-North migration. Instead, there exist omnidirectional flows of human, goods, capital, ideas, cultures and technology (Appadurai, 1996: 27-47). For instance, as nationals of Southern states and raw materials migrate North, many Northern-based multi-national corporations, in an attempt to reduce manufacturing costs, have resorted to establishing oversea plants in developing countries, and by deploying their technical as wel as high management staff to these Southern locations, there is a reverse, North-South migration flow taking place.

One of the positions of sub-Saharan African countries to Europe, is that migration of individuals across national borders may not be merely as a result of economic factors, but due to other potential factors that are natural or socio-political in nature, examples include war or natural disaster. The current migration trends and patterns have always revealed the fluidity of migration flow shaped by non-palpable social and environmental factors as man-made or natural disasters, economic recessions and political instability. Sassen (1988), insists that a comprehensive analysis of the factors prompting migrants to leave their countries of origin to settle in foreign countries must reflect, in addition to domestic considerations of sending and receiving nations, on how the foreign policies and economic practices of receiving nations result in the influx of such migrants from developing economies (Sassen, 1988: 94)

Shifting from Sassen's views on factors that form, drive and facilitate emigration of citizens from developing countries to the industrialised North, Chua (2003) argues that it is the aggressive spread by the West of free markets and democracy that creates the 21st century middle-class international migrant individuals. Chua is of the notion that the internationalisation of global economy, that is, globalisation which the United States of America is marketing to the developing world has consequences in the socio-economic and political stability of these nations. She believes that Western propagation of free market and democracy to the developing world creates lopsided binary powers in these nations that tend to instability and war. A rich and economically powerful minority is created by the free market, while democracy invents a politically powerful but economically marginal large population which becomes envious and resentful of the market, dominant minority. Chua argues that instability and war will result as globalisation exacerbates ethnic disparities in wealth and political power distribution, thus producing a middle-class refugee that emigrates to the West. While Chua's work is only indirectly linked to emigration, it is crucial for understanding how the mediated socio-economic and political activities of the West have continued to disrupt the existing equilibrium in the developing countries. Chua and Sassen, however, agree that Western external influences pose disruptive threats to the socio-economic and political stability of developing countries, resulting in the harvest of forcefully displaced peoples from developing economies who migrate as either economic or political refugees to the West (Chua, 2003; Sassen 1988: 94).

According to an African proverb, a frog does not run without a cause on the daytime. What can be the cause of this deadly migration? Before we condemn the people of sub-Saharan African countries for abandoning their homeland and embark on an unjustifiable journey to Europe, it is imperative that we take a look at the driving factors behind this migration as stated by the theorists above.

Pressure on Contemporary Generation

According to Abhuere (2000), the contemporary generation are under intensive pressure in sub-Saharan Africa. Africa has been going through change, which has brought about cultural erosion and value degradation in all its societies (Abhuere, 2000: 85). As the saying goes, "change is the constant thing in nature", but how these changes affect our lives and environment depend largely on the nature of the change, whether positive or negative. The contemporary generations are under exhaustive societal pressure, knowingly or unknowingly, as a result of negative changes taking place in their surroundings. In line with this, Estrup (2014) claims that the pressure ranges from conformity to economic, peer group, political, and academic pressure. Above all, they are pushed to succeed and the slogan is, "either I succeed or I die" (Estrup, 2014).

Sadly, parents who have a role to play in guiding and giving direction to their children and wards are not leaving up to these expectations; rather, they tend to contribute to the predicaments of this generation and want them to be like the children of other families at all cost. It is often argued that societal or peer group pressure help to motivate an individual, but this is not always the case. The truth is that it can at times make them work beyond their limit and when the pressure is not managed properly, the result is likely to be frustration.

Pathological Urge for Material Wealth

One can observe that young Africans are in the horse race of conformity with the moving trends of fashion, music, wealth and material possessions, and when these are not obtainable due to economic reasons, the death-defying migration to Europe becomes of the available option. Again, in a typical contemporary African society, values have long disappeared and virtues like honesty, kindness and faithfulness have been replaced with the amount of material wealth (money) possession. Societal erosion of old African virtues has infested the evil of material wealth acquisition everywhere, and ordinary citizens have been negatively affected by this malicious wind. One wonders why these categories of the population will not do anything to become rich, even to commit crime or risk their irreplaceable lives on a risky journey. Varian (1975) argues that the pathological urge to acquire wealth in the present day African society is, no doubt, among the reasons for social problems in Africa, such as corruption, political instability, nepotism, crime, unemployment, lack of development, misuse, mismanagement, and misappropriation (Varian, 1975: 223-47; 1974: 63-91). Even though there are a lot of means through which one can get rich-only if one cares to acquire wealth in a sincere manner, like trade, farming, craft, music and entertainment, football and white collar jobs. With Attuil-Kayser (2014), the situation is often characterised by the poor masses as too long a journey to wealth and riches. Thus, the fastest route to slake the public thirst for material wealth is to jump into to the streets of Europe in search of people to dupe (Attuil-Kayser, 2014). It is unfortunate that young Africans want to be rich, so they abandon their business, education and trades while others sell their properties. The compulsive urge to get richer makes one vulnerable and gullible to be wheedled by the verisimilitude stories of their traffickers, "once you get to Morocco, you are already in Spain".

Economic and Political Backwardness

With Nwabugwu (2014), economically, massive migration of Africans to Europe brings about loss of potentials since communities and nations fail to benefit from what young people can contribute. The arable land for agriculture lays fallow, and ministries and agencies are left in the hands of the aged workforce. Meanwhile, from the political point of view, this deadly movement to Europe tarnishes the African image (Nwabugwu, 2014). One has only to think of the bulwark that Europe erected at her borders to comprehend that the colonial picture of the 'inferior,' and 'unreasonable,' the African, still prevails in this era. Until Africa grows up, becomes developed, and joins the industrialised world, the overseas representation of her will remain so (Nwabugwu, 2014). At the height of her modernity pursuits, Europe's interests burdened African nations with a classification that has defaced her since the Age of Enlightenment. However, there have been follow-up meetings of the EU-AU conference on migration of Africans to Europe.

Milestones in the EU-African Migration to Europe

Migration is a major political issue, both in the EU and in Africa. Where the public and political debate often focuses exclusively on the downsides of migration, there is a need for policy makers in both continents to identify challenges as well as opportunities, notably in connection to employment strategies and realities in Africa and in the EU.

(1) Rabat Action Plan, adopted at the Euro-African Ministerial Conference on Migration and Development, held in Rabat on 10-11 July 2006 (EX.CL/DEC.264 (VIII). From 22 to 23 November 2006, the ministers of foreign affairs and those responsible for migration and development from Africa and the EU member states, commissioners and other representatives held a meeting in Sirte, Libya. The meeting endorsed a joint principle for cooperation and "a partnership between countries of origin, transit and destination to beter manage migration in a comprehensive, holistic and balanced manner, and in a spirit of shared responsibility" (The AU, 2006). As a follow-up to the declaration, experts would meet regularly, exchange experiences and information, and develop an implementation roadmap for the joint declaration, to be periodically reviewed by the EU-African ministerial conference (Farrant, MacDonald, and Sriskandarajah, 2006). However, the delegates failed to reach an agreement on migration at the last Africa-EU summit in 2010--an unusual affair hosted in Moamer Kadhafi's Libya--with Africans reluctant to impose tighter controls at their shores (Derrek, 2006: 61).

(2) Joint Africa-EU Declaration on Migration and Development, adopted at the EU-Africa Ministerial Conference on Migration and Development, was held in Tripoli on 22-23 November 2006.

(3) Joint EU-Africa Strategy and First Action Plan 2008-2010, both adopted at the Second Africa-EU Summit of Heads of State and Government in Lisbon in December, 2007, which also saw the launch of the Africa-EU Migration, Mobility and Employment (MME) Partnership. This summit pushed for the implementation of relevant international agreements and declarations, in particular the Tripoli Declaration on migration and development, the Ouagadougou Action Plan to Combat trafficking in human beings, especially women and

children and the Ouagadougou Declaration and Plan of Action for promotion of employment and poverty alleviation.
(4) Second Euro-African Ministerial Conference on Migration and Development held in Paris on 25 November 2008.
(5) Second Action Plan 2011-2013, adopted at the Third Africa-EU Summit, Tripoli on 29-30 November 2010.
(6) Third Euro-African Ministerial Conference on Migration and Development held in Dakar on 23 November 2011.
(7) The 4th EU-Africa Summit which took place in Brussels on 2-3 April 2014. Topics discussed therein included legal and illegal migrant flows between both continents, ways to stimulate growth and create jobs, investing in peace and ways to enhance EU support for African capacities to manage security on the continent.
Evidently, the EU-Africa Summits aimed at strengthening co-operation and reducing recourse to illegal and irregular movements from sub-Saharan African countries to Europe. One could argue they are also concerted efforts that should sustain and enable transit/destination countries cope with the problem of migration management. Considering the problems created by this issue, there is the need for all parties to work together in order to resolve illegal migrant flows between the continents.

Conclusion

The paper has attempted to analyse the movement of sub-Saharan African countries to Europe in search of a better life and through which **h**undreds of lives have been lost or ruined. It has also tried to discuss the **EU-African efforts** which aimed at reducing recourse to illegal and irregular movements from African countries to Europe. Although this paper has analysed the issues related with migration to Europe and the **EU-AU** activities in order to find possible solutions of migration from Africa to Europe. To ensure that the challenges posed by the issue are effectively addressed, it is necessary to establish a common strategy for the management of migration which associates countries of origin, transit and destination, in order to find balanced solutions that take into account the interests of the two continents. There should be a stronger cooperation between the EU-AU countries on this issue involving the establishment of a network of Africa-based migration observatories to collect, analyse and disseminate information on migration flows between the two entities. It would be indeed illusory to try to treat the problems of migration by recourse only to security measures; hence the need for a comprehensive, integrated, concerted and balanced solution, whose objectives, policies and measures will be long-lasting. This integrated network and approach should be focused to the Mediterranean, the South Atlantic (Canary Islands) and the Black Sea.

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MEDIA SYSTEM OF THE HOLY SEE

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Abstract
People all over the world were surprised by the news concerning the papal resignation of Benedict XVI in February 2013. The name of his successor, Cardinal Jorge Mario Bergoglio, taking the papal name Francis, caused the same surprise. That is why issues related to papacy, the Holy See and the Catholic Church were mirrored in media more frequently than before from February 11 until March 2013. Media of the Holy See played an important role when providing information to the public worldwide. The rest of media observed the issues carefully and spread them fast. This hectic period became a significant test for the Vatican daily L´Osservatore Romano, Vatican Radio, Vatican Television Centre and webpages vatican.va and news.va together with social networks that the Holy See and Pope started to use intensively. Several from these media celebrated their milestone anniversaries: the 150th anniversary of L´Osservatore Romano (1861 – 2011), the 80th anniversary of Vatican Radio (1931 – 2011) or the 30th anniversary of Vatican Television Centre (1983 – 2013). They represent a proof that these media with their long tradition have had to face new challenges constantly. In our paper we would like to describe history of the media briefly, paying our attention mostly to the system of their work currently together with their challenges brought up by a present information period. As Imrich Gazda, one of authors of this paper, was an accredited journalist in Vatican during the last conclave, we will provide theoretical knowledge together with practical experience with their work.

Keywords: Holy See – L´Osservaore Romano – Radio Vatican – Vatican Television Center – vatican.va – news.va

People all over the world were surprised by the news concerning the papal resignation of Benedict XVI in February 2013. The name of his successor, Cardinal Jorge Mario Bergoglio, taking the papal name Francis, caused the same surprise. That is why issues related to papacy, the Holy See and the Catholic Church were mirrored in media more frequently than before from February 11 until March 2013.

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Pontifical Council for Social Communications

Pontifical Council for Social Communications is the highest managing and coordinate body for the sphere of media.the Vatican "ministry for media" originated on January 30, 1948 when the Secretariate of State founded the Pontifical Commission for the Study and Ecclesiastical Evaluation of Films on Religious or Moral Subjects by the letter.[194] Bishop Martin John O'Connor was nominated its President and in following years, the name of the body was changed several times. The last change took place in 1988 when John Paul II promulgated the apostolic constitution Pastor Bonus by which he reformed the Roman Curia and the Commusion was transformed into the Pontifical Council for Social Communications which became a complete institution of the Roman Curia.[195]

Under the leadership of the then-president of the Council, the American archbishop John Patrick Foley there were published several important and still valid documents- on their own or in cooperation with other institutions of the Roman Curia (e.g., Ethics in Internet, The Church and Internet, Aetatis Novae, Communio et Progressio)[196]

In 2007 the Archbishop Claudio Maria Celli became the president and the Holy See started to use possibilities of the internet and social networks: Vatican has had own account at youtube, a new news portal news.va was established in 2011, the pope Benedict XVI created his own twitter account in 2012 and the web page vatican.va was modified while all Vatican offices and institutions have become parts of the only domain .va.

The Holy See Press Office

The Holy See Press Office was founded on February 20, 1939. Its beginnings are connected with the Vatican Daily L´Osservatore Romano. The main task of the Information Office of L´Osservatore Romano (l´Ufficio Informazioni de L´Osservatore Romano) was to provide information to journalists covering issues and events in Vatican.[197]

The Office operated in this form until 1966 when it was merged with the Press Office of the Holy See (Sala Stampa della Santa Sede) managed by Pontifical Council for Communication Means (Pontificia Commissione per le Comunicazioni Sociali). Changes took part due to the most significant event of the Catholic Church in the 20th century, The Second Vatican Council (1962 – 1965) which showed limits of communication of the Church and journalists.

The first director of the information office was the priest Fausto Vallainc who was a director of the press office during the Second Vatican Council. A main target of the changes was to create a modern institution that would organize press conferences, meetings with journalists, provide interviews and meet another communication tasks. Vallainc informed journalists about activities of the Pope and Holy See from the previous week every friday.[198] Federico Alessandrini (1970 – 1976) and the priest Romeo Panciroli (1976 – 1984) became directors later on.

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[193] Comp. GAZDA, Imrich – KULLA, Albert: *The Use of New Media in the Catholic Church*. In Informatologia, 46, 2013, 3, pp. 232-239.
[194] SEGRETERIA DI STATO DI SUA SANTITÀ: *Istituzione „ad experimentum" della Commissione di consulenza e di revisione ecclesiastica dei films a soggetto religioso o morale.* Available at: http://www.vatican.va/roman_curia/pontifical_councils/pccs/temp/hf_p-xii_lett_30011948_consulting-ecclesiastical-commission_it.html
[195] Ioannes Paulus PP.II: Pastor bonus. In *Acta Apostolicae Sedis* 80 [1988] 841-934.
[196] *PCSC´s Documents*. Available at: http://www.pccs.va/index.php/en/documents-2/pcscs-documents
[197] L´ufficio per i giornalisti. In *L´Osservatore Romano*, 1939, vol. 79, nr. 45, p. 2.
[198] L´istituzione della «Sala stampa». In *L´Osservatore Romano*, 1966, vol. 106, nr. 241, p. 2.

Even if communication of Holy See improved thanks to a newly created institution within a dynamic period of 1960s and 1970s, the real breakthrough took place during so-termed „medial pontificate of John Paul II. The press office became an equal partner to L´Osservaore Romano, to which it originally belonged and, at the same time, it changed an administration, i.e., from Pontifical Council for Communication Means to the administration of the Secretary of state. John Paul II also defined basic rules of its functions.[199]

An important part of such reforms was the then director of the press office, a Spanish doctor and journalist, Joaquín Navarro-Valls who worked as a correspondent of the daily ABC in Rome since 1977. In that period he was elected twice as a chairman of the International Press Club which covered about 500 international journalists in Italy. He took the post of the Director of the Holy See Press Office from the hands of John Paul II on December 4, 1984. As he came from journalistic area, he knew what journalists needed to their profession. Regarding the fact he belonged not only to the closest co-workers but also friends of John Paul II, he knew basic priorities of his pontificate and what message he would like to deliver. This bilateral experience helped him to reconstruct the press office in such a way, that it would meet needs and expectations of journalists and also it would effectively communicate teaching andattitudes of the pope.[200]

Joaquín Navarro-Valls took the post of the director of the press Office also during the first year of the pontificate of Benedict XVI. The pope accepted his resignation on July 11, 2006 and he appointed the then director of Vatican radio and Vatican TV centre, an Italian Jesuit Federico Lombardi. "*According to some observers, the pope decided for more reasonable, less vivid style with media by appointing Lombardi. The appontment of Lombardi certainly signals that there is an end to one era in relations of Holy See and world media and the beginning of another one.*"[201]

The main taks of the Press Office of the Holy See is to publish a daily account of the Holy Father's activities, as well as those of the Holy See. It has been doing so since its beginning especially via Daily Bulletin of the Holy See Press Office which is published every day, except Sundays and holidays, in one or several editions, usually at noon.

On the webpage of the Press Office [202] a visitor may find a lot of information and statistics about the present pope, his predecessors, apostolic voyages or synods of bishops.

A special service of the Office is Vatican Information Service (V.I.S.) which was founded on March 28, 1990. It delivers a daily account of events in Vatican for free operating since 1991 to all who are interested, especially from among the Catholic hierarchy or representatives of other churches or religions, press agencies and so on- from Monday to Friday (except August) at around 3 p.m.[203] V.I.S. has been available not only at the official portal of the Holy See, but also at the web page www.visnews.org that uses the blog service Blogspot since April 9, 2010.

The press office also responds questions of journalists daily via e-mail, phone or a form of statements of its director or his deputy who performs a function of a spokesman of the pope or the Holy See, via briefings or press conferences.[204] They usually take place in John Paul II Conference Hall.

All accredited journalists have an Access to the building of the press office (Via della Conciliazione 54). They have to move only with a visible placed accredited card. There is also the rule: clothes appropriate to circumstances related to the entrance of press offices, participation in press conferences and briefings and presence at pontifical celebrations.[205]

In 1970, when Pontifical Yearbook (Annuario Pontificio) published the official information about a number of accredited journalists, so-termed vaticanists, for the first time, the number was 200. However, the number was 450 in 2001.[206]The number rises in case of some special occassions thanks to temporary accredited journalists. The number was 8.650 in the jubilee year 2000, around 6.000 during the conclave in 2005, approximately 5.600 during the conclave in 2013 and almost 2.300 during the canonization of John Paul II and John XXIII in April 2014.

The press office has become an official and autonomous communication body of the Holy See. Even though the status remains still valid, there appeared a significant change in practice. A new position of a communication advisor was created at the Secretary of state in June 2012. The former Italian correspondent of the weekly TIME and TV Fox News Greg Burke took the post. His main task is to form a communication

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[199] Ioannes Paulus PP.II: Pastor bonus. In *Acta Apostolicae Sedis* 80 [1988] 841-934; Ioannes Paulus PP.II: Regolamento Generale della Curia Romana. In *Acta Apostolicae Sedis* 91 [1999] 629-699.
[200] VALLI, Aldo Mari: *Piccolo mondo vaticano*, p. 156.
[201] BIFERALI, Micaela: Father Federico Lombardi. In *Inside the Vatican*, 2008, vol. 16, nr. 1, p. 47.
[202] http://www.vatican.va/news_services/press/index.htm
[203] *Presentazione VIS.* Available at: http://visnews-ita.blogspot.sk/p/presentazione-vis.html
[204] MAZZEI, Luciano: *Chiesa e informazione. I Mass Media della Santa Sede*, p. 106.
[205] *Informativa per i giornalisti accreditati*. Available at: http://www.vatican.va/news_services/press/servizio/documents/servizi/servizi_sala_stampa_it.html#INFORMATIVA%20PER%20I%20GIORNALISTI%20ACCREDITATI
[206] CARROGGIO, Marc – NJOROGE, Frederick: Media e religione fra dialogo e conflitto. In *Annale de Il Regno: La Chiesa in Italia*, 2004, nr. 22, p. 113.

strategy of the Holy See and to manage cooperation between the Secretary of state, the press office and the other communication institutions of the Holy See.[207]

Experts from the Vatican background reminded words of Federico Lombardi from 2010: *"No one has ever entrusted me with a task to coordinate the media strategy of the Holy See."*[208] The Secretary of State kept this competence. It was just a communication diversification and a lack of coordination which was a reason of communication failures in cases of Vatileaks (according to some experts), removing a President of the Institute for Works of Religion Ettore Gotti Tedeschi or cancellation of four bishops in 2009, whilst one of them took an antisemite view. The nomination of the communication advisor seems to be an effort to improve communication of the Holy See.

L´Osservatore Romano

The Daily *L´Osservatore Romano* (The Roman Observer) is a semiofficial daily of Holy See. Despite the fact that its owner is, via the Secretariat of State, the Pope himself, its editors work autonomnosly, according to the present editor-in-chief Giovanni Maria Viani. Just like the other dailies, it follows the line of its publisher. In case of some issues, sensitive from international political view, must be covered by editors in close cooperation with the Secretariat of State. A reason is a fact that attitudes of the Vatican daily are percepted by many people as the official attitudes of Holy See. In cases of religious, cultural and common political actions the line of editors is set up by the editor-in-chief in cooperation with heads of particular sections.[209]

The daily is published every day in the afternoon, with the exception of Sundays and holidays with the date of the following date in the circulation of about 1.000. There were ideas to shift the deadline to evening hours as it is in case of standard dailies, but nothing happened. Key events in Vatican always take place before the noon, so the deadline does not limit timeliness of edition. The conclusion is that also editorial work starts earlier than in standard dailies. A meeting of editor-in-chief with heads of sections usually takes place at 8:15 a.m. The seat of the editorial Office and a publishing house is inside the Vatican.[210]

L´Osservatore Romano originated in a turbulent period of the Italian unification (so-termed Risorgimento). The first issue of *L'Osservatore Romano* came out in Rome on 1 July 1861, a few months after the Kingdom of Italy was proclaimed. The publication's aim was clearly apologetical, in defence of the Papal States, and it was deliberately polemical and propagandist. A lawyer Nicola Zanchini and a journalist Giuseppe Bastia were ordered to lead the periodical. They both belonged to group of intellectuals who offered their help to Holy See voluntarily. [211]

In its first decade the periodical truly dealt with so-termed Roman Question, i.e., a problem how to define legally the position of the pope and Holy See within an arising Italian state and how to secure indepedence of the head of the Catholic Church. The solution of the issue was on February 11, 1929 by signing Lateran Pacts between Holy See and Italy.

After coming of fascism into force, the daily employed journalists who did not agree with the regime. Hand in hend with a limited space for freedom of press and information, the influence and a number of readers increased. The circulation reached between 70.000-100.000.

Even before the beginning of Worl War II there appeared suggestions to publish the daily in foreign languages. After the end of the war, there was the first French edition (1949, a weekly). Later on there followed Italian (1950), English (1968), Portuguese (1970), German (1971) a monthly in Polish (1980).

Mario Agnes (1984-2007), a former profesor and the president of Catholic Action was editor-in-chief almost during the whole pontificate of John Paul II. Under his leadership the politically careful daily turned out to be the elite one.

By the end of September 2007, Giovanni Maria Vian, the latest editor-in-chief of the daily, took the position. In an interview for National review he mentioned that he knew the daily very well: "*My grandafther wrote for the daily, my father wrote for this daily and also my Brother did and I also wrote in the years 1977-1987. After twenty years I returned as an editor-in-chief. I know the daily very well, when I was a child, it was in our house every day."*[212]

According to the Vaticanist of the Italian daily L´Espresso Sandro Magister, Vian took the post in a not very successful period of the daily: it was published in circulation of only several thousand, in fact not present

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[207] *Communications Advisor for the Secretariat of State.* Available at: http://www.visnews-en.blogspot.sk/2012/06/communications-advisor-for-secretariat.html

[208] TORNIELLI, Andrea: *Uno «spin doctor» per il Vaticano.* Available at: http://vaticaninsider.lastampa.it/vaticano/dettaglio-articolo/articolo/stati-uniti-united-states-estados-unidos-16262/

[209] Comp. GALLAGHER, Delia: *Vian´s Choice*. Available at: http://www.nationalreview.com/articles/227723/vians-choice-delia-gallagher?page=1

[210] Comp. MAGISTER, Sandro: *„L´Osservatore Romano" messo a nuovo. Tutti i cambiamenti.* Available at: http://chiesa.espresso.repubblica.it/articolo/179221

[211] *Le origini de „L´Osservatore Romano"*. Available at: http://www.vatican.va/news_services/or/history/hi_ita.html

[212] GALLAGHER, Delia: *Vian´s Choice*. Available at: http://www.nationalreview.com/articles/227723/vians-choice-delia-gallagher?page=1

on the internet only with limited power to gain its main aim- to target a wide audience with a teaching of pope.“[213] Even the first editorial of the news editor-in-chief published on October 28, 2007 and the title Tradition and Future outlined its main intentions- the daily needs to get internationalized, internetised, to improve marketing, profesionality and to develop a dialogue not only withing the Catholic Church, but even with other religions, cultures and the world of science.[214]

Another suprising news was- historically the first ones- commentaries of the Muslim intellectual Khaled Fouad Allam, an Algerian with the Italian citizenship. To new changes also belonged Anna Foa, a profesor of history at the University of La Sapienza who manifests to be a Jew or Eugenia Roccella, a non-Catholic feminist. At the same time other noncatholic personalities and faces of political and social spheres get space here, e.g., Tony Blair, the former British Prime Minister.

A thematic focus is more provocative and varied. Especially after economic crisis the daily reinforced financial news and commentaries on this ussue. During the last football world cup in 2010 the daily published dozens of texts covering the preparation and actions, there were published profiles of some football legends as Pelé or Maradona. The daily does not avoid topics from popculture as movies by Quentin Tarantino, Works by Beatles or the TV series Dr House. The status of the daily itself implies that an aim of the text is a deeper view of cultural phenomena today and an ecploring of their moral aspect.

L´Osservatore Romano became a part of focus of the world media thanks to this new approach. The article of Luca M. Possati Homer and Bart are Catholic met with a great respond.[215]The editor Possati based his statement on the study of the Jesuit Francesco Occhetta *The Simpsons and Religion* which was published in the prestiguous jesuit periodical La Civiltà Cattolica. *“Each episode after satire and in funny scatches opens anthropological topics related to a sense and quality of life*, Occhetta writes. *“The Simpsons remain one of few TV programmes for children in which there is on a regular basis the christian faith, religion and the question of God.“*[216]

Internetisation of the daily is another important news. Readers may find not only timely articles with a possibility to share them on social networks, but also an available version of the daily together with its weekly language editions at www.osservatoreromano.va.

Changes made by Vian met with a lot of respect among journalists. „*Since taking the helm of* L'Osservatore Romano *in October 2007, he has been widely praised in Italy for renewing the paper, transforming it from an unread chronicle to a sure place for eye-catching and original articles: Ask Vatican journalists, and they will tell you they now read the paper to get their stories,“* the vaticanist of CNN, Delia Buckley Gallagerh said.[217]

Radio Vatican

Radio Vatican is a broadcasting station of the Holy See, however, i tis not its official body. Its aim is to spread and archive teachings of the pope, to inform about the activities of the Holy See, life of the church in the wolr and o evaluate today's problems in the light of the teachings of the Church.[218] It employs about 400 people and the program is broadcasted in 45 languages. Frederico Lombardi has been a general director of the Vatican radio since 2005.

It started to broadcast on February 12, 1931. Two years before, the pope Pius XI accredited the Italian inventor Guglielmo Marconi to build it. Giuseppe Gianfrancesci was ordered to manage the radio. Pius XI himself started the broadcasting by the Latin speech Qui arcano Dei.[219] Following years meant technical and programme development- new offices and institutions were placed into the Palace of Leo XIII in Vatican Gardens-it was a seat of the Vatican Observatory until 1936. The radio became internationalized gradually-information of the death od Pius XI and of the election of Pius XII in 1939 was broadcasted in 9 languages.

When the World War II broke out, the Vatican radio was one of free broadcasters and the Nazi Germany with its allies tried to silence. The Information Office was esteblished in 1940 and that assisted to track missing soldiers and civillians or it sent messages of prisoners of war to their families. In the period of 1940-1946 it broadcasted 1.240.728 messages in 12.105 hours.

The new modern center Santa Maria di Galeria was formed in 1957 in the outskirts of Rome and in 1970 Vatican Radion moved into the Palace in the beginning of Via della Conciliazione.

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[213] MAGISTER, Sandro: *„L´Osservatore Romano“ cambia direttore. Piccola guida alla lettura.* Available at: http://chiesa.espresso.repubblica.it/articolo/169841

[214] VIAN, Giovanni Maria: *Tradizione e futuro*. In L´Osservatore Romano, 28.10.2007, p. 1.

[215] GALLAGHER, Delia: *Vian´s Choice*. Available at: http://www.nationalreview.com/articles/227723/vians-choice-delia-gallagher?page=1

[216] Comp. POSSATI, Luca M.: *Homer e Bart sono cattolici*. In L´Osservatore Romano, 17.10.2010. available at: http://www.vatican.va/news_services/or/or_quo/cultura/2010/240q04b1.html

[217] Comp OCCHETTA, Francesco: *I „Simpson“ e la religione.* In Civiltà Cattolica, 2010, vol. 161, nr. 3848, p. 144-145.

[218] *Who We Are*. Available at: http://en.radiovaticana.va/about-us

[219] Pius XI.: Qui arcano Dei. In: *Acta Apostolicae Sedis* 23 [1931] 65-70.

Particular national editorial offices have its own autonomy, while the broadcasting is modified to listeners from given countries. Some of them perform the all-day broadacsting (e.g., Italian or English), some broadcast an information section that takes several minutes (e.g., Czech or Slovak). An interesting fact is that a commercial break entered tbroadcasting in 2009.

Listeners may receive broadcasting not only via the radio transmitter, but also via the internet. The webpage www.radiovaticana.va has 40 language mutations including languages as Kiswahili, Tamil or Esperanto. The broadcasting is available also via mobile applications.

Vatican Television Center

Vatican Television Center (CTV) was formed on October 22, 1983 by the pope John Paul II. As well as The Holy See Press Office i tis managed by Secretariat of State. [220] It has been an official institution of Holy See since November 1996. As one may deduce from its title, CTV is not a traditional TV with regular broadcasting, but a center that provides live coverage of events (in HD since 2010), daily service, production and archives. Dario Edoardo Viganò was named the director and there are another 22 employees.[221]

In 2013 CTV provided more than 320 live coverages of various events- from resignation fo Benedict XVI through election of the pope Francis as his successor to various liturgical celebrations, general audiences or apostolic voyages. Besides that, CTV has been producing videonews from events in Vatican which is available at youtube since 2007.[222]

Moreover, it has been producing so-termed Vatican Magazine (originally Octava Dies), which takes 30 minutes, since 1198. All the Catholic TVs worldwide take and broadcast the magazine.[223]

As cameras of CTVcan obtain exclusive shots from inside the Vatican where traditional TV crews cannot get, CTV provides them for the rest of media. Also archiving is an important role- more than 10.000 hours of TV recordings from pontificates of the last three popes. CTV turned famous also during canonization of John Paul II and John XXIII in April 2014 when in cooperation with companies Sony and Sky provided a live coverage of the event in 3D TV in 500 cinemas all over the world.

Conclusion

In our paper we tried to describe briefly the past and present of the media belonging to the Holy See. We mention only the most important ones, while we avoid other institutions as the vatican Publishing House Libreria Editrice Vaticana, the Vatican Film Library or new media which have become to be used more intensively recently not only by Vatican media but aslo by the pope himself.

Even if media of the Holy See perform a special aims and have special audience, they face the same challenges as the other media: pressure of tabloidisation, shortcutting of information, lack of interest in traditional perception of information, getting knowledge at social networks... Even though the pope Benedict XVI was regarded as a conservative pope, it was just during his pontificate when progressive journalists and managing people got a chance to work in Vatican media. Moreover, the personality of the Pope Francis creates a very positive image for the Catholic Church which may be capitalised by effective service of media of the Holy See.

HERMENEUTICS RHETORIC AND COMMUNICATION

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Abstract
What kind of relationship exists among rhetoric, hermeneutic and communication and in what way people maintain their communication, in other words, their speech and how they achieve to understand message or contents? In this study we are about to answer these questions.Consideration of a communication as a part of scientific field shall begin with scientific research of rhetoric.As we shall see, communication is not something which happens from itself or by itself.It appears as a result of high-leveled coordination and cooperation among participants.Each participant introduces into conversation bunch of rules of about when he/she would speak, how long would be a distance among the participants, how would be intensity of their voices and also many other elements which enrich this intelectual activity.Hence, this is an each participant's assignment to make his/her

[220] GALLAGHER, Delia: *Vian´s Choice*. Available at: http://www.nationalreview.com/articles/227723/vians-choice-delia-gallagher?page=1
[221] Ioannes Paulus PP.II: Pastor bonus. In *Acta Apostolicae Sedis* 80 [1988] 841-934.
[222] https://www.youtube.com/user/vatican
[223] Comp *Servizi.* Available at: http://www.ctv.va/content/ctv/it/services.html

stand-point possible and comprehensible in order to win over his/her listener's opinion. If two different men are of the same descent, they would probably use the same rules during communication process.Such mutual rules make succesfull communication possible.But sometimes, communication becomes very complex and complicated activity, even in a such case when participants obey the same communication rules or when they use them in the same way.This happens because there are various kinds of temper,various kinds of prejudices, tendencies and disposals, comprehension ability, as well as various kinds of personalities.Personality really represents my complete opinion, my complete reactions, my complete emotions (Berdyayev, 1996, p.46). Hence, it is not so easy to maintain communication at the prescribed and determined level.

Keywords: Rhetoric,communication, hermeneutic, rules, speech, skill.

U skladu s onim što smo u sažetku naglasili,možemo zaključiti kako ljudi svojom komunikacijom upravljaju na namjeran ili nenamjeran način. Nenamjerno upravljanje uključuje primjenu pravila, a da toga nismo niti svjesni. Primjerice, subjekti se mogu mijenjati u redoslijedu uzimanja riječi, određivati udaljenost između sebe i drugih, rabeći geste i upuštati se u druge aktivnosti, a da pri tomu ne misle na primjerenost svojih postupaka. Naravno, svaka komunikacija može dovesti i do novih situacija na koje nije mogućno reagirati već uvježbanim oblicima ponašanja. Takvi izazovi zahtijevaju planiranje, koje će sačuvati komunikaciju od pretvaranja u neželjeni sukob ili preranog kraja. U tom smislu, komuniciranje je zahtjevna aktivnost. Poznavanje načina uspješnog komuniciranja važno je ne samo za postizanje neposrednih komunikacijskih ciljeva nego i za dugoročne odnose. Komunikaciju možemo zamisliti kao mrežu iz koje se grade društveni odnosi. Na strani recipijenta važna je njegova struktura ličnosti kao i društveni položaj, koji olakšavaju ili otežavaju komunikativni utjecaj, tj. štite od bilo kakvog utjecaja/2/(Tadić, 1995).str.308/.

Ljude upoznajemo upravo kroz komunikaciju, a na jednak način stvaramo i odnose s prijateljima, poznanicima, kolegama i drugima. Kroz komunikaciju održavamo, poboljšavamo, slabimo i razaramo svoje odnose. Govor je veoma složena aktivnost, koja zahtijeva primjenu mnogih vještina. Organizacija govora je izrazito struktuirana. To je zato što se i u govoru može surađivati kada se postavi pitanje kakao treba, ili, kako ne treba komunicirati.

Govornička pravila su običaji u verbalnom i neverbalnom ponašanju komunikatora koja bi trebalo u određenom intenzitetu otkriti stupanj interakcije. To, prije svega, predstavlja i određuje mogućnost slaganja ili neslaganja, rasprave, pregovaranja, pozdravljanja itd. Međutim, kada interakcija s drugim ljudima zahtijeva da točno znamo kako treba djelovati u konkretnoj situaciji, to govornika ili komunikatora značajno opterećuje. Namjesto toga, znamo približno raspone primjerenih ponašanja za svaki vid situacije.

Poznavanje pravila omogućuje govorniku da upravlja tijekom govora ili tijekom komuniciranja./3/Capela(1985,str.38. objašnjava: "Sposobnost upravljanja govorom ovisi od postojanja nekih pravilnosti, koje jedan ili drugi sudionik u komunikaciji mogu koristiti, što ponovno ovisi od stupnja poznavanja tih pravilnosti".Primjerice, uz postojanje tipičnog pravila govora koje kaže kako nije uputno prekidati nekoga dok govori, neočekivano prekidanje govornika i promjena teme nekog od sudionika, može osobi koja govori nagovijestiti da je bilo predugo, da je tema dosadna ili nerazumljiva i da su potrebna objašnjenja.

Naravno, ljudi nisu uvijek svjesni pravila koja primjenjuju u govoru. Mnoga pravila su implicitna, ne moramo ili prizivati u svijest kako bismo ili pamtili. Zamislimo samo kako bi govor bio iscrpljujući kada bismo stalno morali razmišljati o tome kada da uzmemo riječ, kada gledamo drugoj osobi u oči, koliko glasno da govorimo ili koliko blizu da stojimo. Srećom, mnoga pravila komunikacije koristili smo tako često da su postala naša druga priroda, tj. postala su skriptirano ponašanje.

Iako mnoga pravila o komunikaciji učimo ili stječemo učeći, ipak svatko može u njih unijeti i neke svoje promjene. Delia (1989) dokazuje da i pojedinci utječu na "pravilnost komunikacijskog ponašanja". Njegova istraživanja pokazuju kako uređena ponašanja, koja nazivamo pravilima, ne preuzimamo nedirnuta od drugih nego u većoj ili manjoj mjeri oblikujemo osobne verzije tih društvenih pravila.

Ecco govori o komunikaciji "koja obuhvaća sve elemente prakse, u smislu prakse kao globalne komunikacije, kulturne institucije pa, prema tomu, i društvenih odnosa. Sustavi aktivnosti mogu se tumačiti kao sustavi znakova samo onda ako se pojedinačni sustavi znakova uklapaju u globalni kontekst sustava aktivnosti - svaki kao jedno od poglavlja (a nikad kao najvažnije i najodlučnije) prakse kao komunikacije"/4/ (Ecco, 1973:444).

O pravilima možemo govoriti kao o preuzetim i osobnim. Preuzeta su ona koja učimo od drugih i koja ne mijenjamo u znatnoj mjeri. U povodu takvih pravila postoji veliko slaganje medu ljudima iste kulture ili subkulture.

Primjena preuzetih i osobnih pravila u komunikaciji ovisi od percepcije komunikacijske situacije, odnosa i tipa konverzacije od strane sudionika. Uzmimo, primjerice, situaciju u kojoj određena skupina ljudi prati prepirku između dvojice prijatelja. Osoba "A" i osoba "B" vide situaciju na sličan način, tj. kao prepirku. Ali, razlikuju se po opsegu preuzetih i osobnih pravila za koja misle da u toj situaciji trebaju primijeniti. Osoba

"A" uglavnom želi primjenjivati osobna pravila. Smatra kako mora reći upravo ono što misli, bez obzira je li riječ o prijatelju ili ne, u prisustvu ili bez promatrača. Osoba "B" se više oslanja na preuzeta pravila. Možda je osjetljiviji prema prisutnosti promatrača nego osoba "A", koja u toj situaciji vidi mnogo mjesta za autonomiju, slobodu da bude onakva kakav jest. Osoba "B" govori učtivo, čak i kad se ne slaže s osobom "A", jer je u obitelji naučila da na javnim mjestima preglasno ne govori.

Oslanjanje na preuzeta i osobna pravila može se promijeniti s izmjenom odnosa ili tipa konverzacije. Situacija postaje još složenija kada se sugovornici ne slažu u pogledu vrste odnosa u kojemu se nalaze. Primjerice, ako jedan smatra da mu je sugovornik prijatelj, a ovaj, suprotno tomu, da su samo poznanici, on će vjerojatno primjenjivati drugačija preuzeta pravila, kao i drugačija osobna pravila.

Iz ovih primjera može se vidjeti da su se ljudi uvijek oslanjali na pravila u govoru. Ali, zapažamo također da oni često primjenjuju različita pravila u istoj situaciji. Zbog toga se veliki dio napora u interpersonalnoj komunikaciji troši na sporazumijevanje o primjerenom vidu ponašanja. Odsustvo konkretnih pravila koja određuju što netko smije, a što ne smije reći i učiniti, čini komunikaciju vrlo složenom aktivnošću. Komunikatori moraju koordinirati svoja pravila, jer samo tako mogu znati što mogu očekivati jedan od drugoga.

Ako se komunikatori međusobno bolje poznaju, to znači da je veliki dio posla u sporazumijevanju već obavljen. Međutim, ako malo znaju jedan o drugomu, skloni su se ograničiti samo na vrlo sigurne tipove interakcije (Berger and Chaffe, 1989).

Ako se njihov odnos produbi, oni će znati više jedan o drugomu. Promatrat će verbalne i neverbalne reakcije svog partnera i izvlačiti zaključke o vjerojatnosti međusobnog slaganja. Oni mogu postavljati pitanja kako bi doznali što drugi misle i osjećaju u vezi s nekim temama. Taj aktivniji pristup primjer je onoga što Berger (1989) naziva "strategijom stjecanja znanja"; to je uporaba pitanja ili tvrdnji s ciljem da se dobije odgovor od neke osobe.

Međutim, bez obzira je li riječ o interakciji sa strancem ih poznanikom, malo je vjerojatno da će komunikatori uvijek primijeniti identična pravila. Moguće je da komunikatori na različite načine interpretiraju situaciju, odnos s komuniciranim i konverzaciju. Zato je bitan svaki dio svake konverzacije koordinacija percepcije situacije, odnosa i vrste konverzacije, kao i kooradinacija samih pravila.

Prije no što koordiniraju pravila o tomu što je slobodno ili što nije slobodno reći u okviru nekoga govora, sudionici moraju odrediti prioritete u govoru - što će prvo reći, što drugo, što poslije toga... Dakle, moraju odrediti strukturu govornih faza.

Osterval/*5/*(1985:54.) je predložio model strukture besjede, koji obuhvaća sljedećih pet faza:

1. Inicijalna faza - razmjenjivanje pozdrava.
2. Faza u kojoj se definiraju pravila - faza dogovaranja o tipu interakcije i potrebnom vremenu.
3. Potvrđivanje pravila - "potpisivanje ugovora" o tipu interakcije i vremenu koje će se za nju utrošiti.
4. Faza strateškog razvoja - razdoblje rasprave o temi.
5. Završna faza - promjena teme ili oproštaj.

Neki razgovori uključuju samo jednu fazu. Primjerice, telefonski razgovor u kojemu se ne troši vrijeme na pozdravljanje, definiranje i potvrđivanje pravila. Za to nema potrebe, jer su ta pravila već poznata.

Neki tipovi komuniciranja zahtijevaju eksplicitno pozdravljanje, razvoj pravila, njihovo potvrđivanje, strateški razvoj i završetak. Drugi to ne traže. Međutim, u svakom slučaju trebaju postojati prioriteti. To komunikaciji i interakciji osigurava urednost. Budući se većina ljudi oslanja na istu osnovnu strukturu komunikacije, utoliko je komunikacija manje opterećena uspostavom pravila.

U ovom dijelu istaknut ćemo neke oblike verbalnog ponašanja od kojih se sastoje pojedine faze interakcije. O njima možemo govoriti kao o govornim aktima, a oni su vrste verbalnog ponašanja kojima se poruke prenose i razlikuju po svrsi. Neki govorni akti su zahtjevi, neki tvrdnje, zatim savjeti, pitanja, objašnjenja, interpretacije, kritike, primjedbe i nagovori. Svaki je od njih prihvatljiv ili neprihvatljiv za uključenje u određenu fazu ili tip komunikacije.

Primjerice, ako dvije osobe žele razviti suradnju, optužbe i kritike se vjerojatno neće uključiti u njihovu komunikaciju, na sličan način kritika može biti prihvatljiva među prijateljima, ali previše kritike možda neće biti primjereno nekom prigodnom razgovoru.

Tadić (1995) povodom uspostave suradnje ukazuje na socijalni status govornika (komunikatora), pripadnost grupi i položaj koji zauzima u primarnoj grupi, njegovu privlačnost (šarm), izgled, visinu i druga vanjska obilježja koja su ponekad za slušatelja presudna, a ne samo relevantna, jer stvaraju njegov ugled./3/

Odnos grupe može utjecati na primjerenost vrste govora. Vrsta grupe utječe na vrstu izraza koji se rabe u procesu komuniciranja. "Tradicionalni" odnosi medu grupama pokazuju više međusobne naklonosti od "samostalnih" ili "neovisnih" grupa. Neovisne osobe sklonije su otvoreno izraziti ono što osjećaju. Samostalni su "emocionalno razdvojeni" i zato još izražavaju svoje emocije. Možemo zaključiti da ćemo na izražavanje emocija, kakva je, primjerice, srdžba češće naići u komunikacijama tradicionalnih sredina nego što je to u komunikacijama samostalnih. Neovisni su više skloni od tradicionalnih da iskoriste iskrene izjave i kritike, ali manje skloni da razmjenjuju izraze intimnosti.

Oblici odnosa, situacija, pa čak i spol govornika samo su neki od činilaca od utjecaja na izbor govora. Ne postoji slaganje, makar i samo između dvije osobe, o tome koji će govorni akt biti najprikladniji za određeni oblik komunikacije. Ponekad ljudi kritiziraju kada bi trebali biti empatični; inzistiraju na svom stavu kada bi ga trebali objasniti; ili daju savjete kada bi trebali slušati. Kada nisu sigurni koliko se slažu ili su posredno zainteresirani za takvo slaganje, komunikatori se mogu upustiti u otvorenu raspravu o svojim očekivanjima. Neverbalni znaci mogu također pokazati ostalima koja vrsta govora je primjerena ili neprimjerena momentu ili mjestu. Ljuti pogled može pokazati da ne odobravate govornikov izbor govora.

Po Tadiću (1995) retorika i hermeneutika imaju slične ciljeve, koji se ostvaruju uvjeravanjem i procesom razjašnjavanja ili tumačenja. On polazi od platforme uvjerljivih argumenata, čiji se smisao razlaže, pa nerijetko i pojednostavljuje na razini samih recipijenata ili na razini ciljne grupe. Slobodna riječ temeljni je preduvjet razvoja slobodnog duhovnog života društva. Grci nisu ni oko čega ulagali toliko energije kao oko razvoja besjedništva. Ono je gotovo zarazno djelovalo u skladu sa svojim trijumfalnim procvatom.

Hermeneutika se dovodi u vezu s grčkim bogom Hermesom, koji vijest bogova donosi smrtnicima. Kao teološka disciplina hermeneutika je znanost pravilnog tumačenja Biblije u propovjedničkoj praksi javnog propovijedanja, u interepersonalnoj komunikaciji, u razgovoru "licem u lice". Nastoji oblikovati pravila koja pripadaju posebnim elementima koji pripadaju Bibliji kao predmetu tumačenja. Ona je, mogli bismo reći, u istom odnosu s tumačenjem kao što su to pravila prema igri. Pravila su rezultat razmišljanja, analize i iskustva. Igra je, zapravo, realizacija pravila. Pravila nisu igra, a igra bez pravila je besmislena. Hermeneutika nije tumačenje, ali tumačenje je primijenjena hermeneutika.

Retorika je, moglo bi se reći, umna vještina. Ona pripada onim njegovanim vještinama, slobodnih ljudi koji je razvijaju kako bi promovirali ideju ili ideologiju, a ne da bi stjecali materijalna dobra. Ona se definira kao vještina dobrog govora i stoga postaje predmet semiotičkih rasprava. Dobar govor ovdje predstavlja obilježje vrline govorničke vještine, ali i etične vrijednosti. Dobro govoriti znači slijediti strukturu govora, koja je sama po sebi etična ili takva mora biti, a također i jasno i lijepo govoriti. Misli se odijevaju u kićena odijela riječi u jezično-estetske vrijednosti, jer je cilj govornika da apelira na osjećanja, razum i volju slušatelja. Uživati u lijepom govoru slično je uživanju u lijepoj glazbi. Besjednik koji ne vodi računa o dojmu (Tadić, 1995) koji treba ostaviti na slušatelje može se usporediti s glazbenikom koji je zanemario harmoničnost ili ritam u svojoj izvedbi. Sposobnošću jasnog i slikovitog govora besjedništvo se podiže na razinu umjetnosti.

Reakcija slušatelja presudna je samom govoru i govornik to mora znati, jer ih on mora pridobiti za svoju ideju. Govor mora obuzeti cjelovitu ličnost[224]. "Apeliranje na srce ne smije zaboraviti na um, na razboritost"(Tadić 1995:308).

Ono što ovdje moramo istaknuti jest proporcionalnost, koja mora postojati između emocionalnog i racionalnog elementa. Govornik ne može apelirati samo na osjećanja, zanemarujući um, u govoru mora biti uspostavljena savršena ravnoteža. "Apel na nagon mase, puko buđenje vjere u jednu ličnost ili ideju, vodi manipulaciji i demagogiji namjesto demokraciji" (Tadić, 1995:308).

Ovdje moramo istaknuti i neke unutarnje osobine govornika koje imaju primarno značenje, kao što su etične vrijednosti. Govornik želi pridobiti slušatelje za svoju ideju. Međutim, ako govori o moralnim vrednotama, ako govori o poštenju, dosljednosti, on i sam mora biti takav. Između njegovih riječi i djela ne može postojati raskorak. Govoreći o ovome, mislimo prije svega na propovjedništvo kao oličenje moralne kategorije u govorništvu. Propovjednik mora biti čovjek od vrline kako bi mogao biti takav govornik.

Govornik koji ne govori iz uvjerenja neće osvojiti sluaštelje ma kako bio rječit. On može držati govore, ali ne i propovijedati. Ako govornik nema vatre u svojoj duši, kako će je zapaliti u dušama svojih slušatelja? Da bi dobro govorio, on treba biti uvjeren u ono o što izlaže.

Propovjednik mora doživjeti veličinu svog poziva. Propovjedništvo nije zanimanje nego zvanje, poziv. On je sijač božanskih istina, pozvan je u određenu misiju. Propovjednikov izgled ukazuje na autoritet božanskog učitelja koji iznosi svete i uzvišene misli. On govori o Bogu, o čovjeku, o dobru i zlu, o životu i svim ostalim sudbonosnim pitanjima. Teme duhovnih besjeda same po sebi dovoljne su da djeluju na slušatelje. Znanje i govorničke sposobnosti, bez obzira na njihov značaj, nisu dovoljne. Potrebno je iskreno i duboko vjerovanje.

Najveći propovjednik nije onaj koji je prirodno darovit govornik, već onaj koji svojim vjerovanjem prenosi na ljude ono što propovijeda.

Retorička vještina u funkciji propovjedništva zahtijeva da se "prava riječ uputi u pravo vrijeme" (Tadić, 1995), jer to ostavlja dojam. Propovjednik uvijek mora poštovati temeljne etične norme i zahtjeve, ali i ukrasna strana govora ne smije biti zanemarena. On mora ostaviti dojam na svoje slušatelje, ali dojam koji traje, aktivni dojam.

Namjera nam je bila istaknuti spregu koja postoji između retorike i hermeneutike. Između njih ne postoji samo srodnost po definiciji, jer se i za hermeneutiku može kazati da je i znanost i umjetnost (Ramm,

[224] ...Besjedništvo je u stanju mudrim mislima obuzeti duh, a lijepim riječima pomilovati uho, pokrenuti srce naroda, ukloniti sučeve sumnje, pružiti odlučujuće savjete, zaštiti nevine, pomoći nevoljnima, spasiti poštene, osloboditi prognane, dozvati zabludjele, uspraviti slabe, poniziti drske, nadvladati protivne, pridobiti kolebljive, preobratiti sumnjičave, utamničiti odmetnike, poduprijeti pravdu, opovrći nepravdu i istom snagom braniti i napadati (Ciceron, "De oratore", 1, 8, 32)

1977). Znanost, jer se rukovodi pravilima koja postoje u jednom sustavu, a umjetnost stoga što se primjena pravila vrši umijenjem, a ne mehaničkom imitacijom. Kao takva, ona predstavlja jedan od najneophodnijih elemenata u propovjedničkoj praksi, ne samo za prenošenje istine, već nešto mnogo više, za tumačenje poruke. Ovo vrijedi po Rammu (1977), napose za konzervativni protestantizam, koji Bibliju smatra kao "sola fidei regula", a ne samo "prima fidei regula". Prema tome, ona je jedino, a ne samo primarno sredstvo u objavljivanju božanskih pravila. Ona je jedini autoritativni Božji glas upućen čovjeku.

Nasuprot tomu, Zapadna i Istočna crkva prihvaćaju Bibliju kao prvi ili primarni autoritet između drugih autoriteta, kao što su moralna jednoglasnost otaca, stara načela vjerovanja, odluke ekumenskih koncila i usmena predanja, primjerice. Ovi dodatni autoriteti imaju funkciju da pomažu u tumačenju Biblije. Međutim, u konzervativnom protestantizmu, Biblija je jedini autoritet. Uz nju ne postoji nikakvo sekundarno sredstvo za razjašnjenje. Svakako, to ne znači da će brižljivi propovjednik zanemariti autoritet Zapadne i Istočne crkve, ali će i njih smatrati samo pomoćnim sredstvima i dopunama, u tumačenju ljudski pogrešivim, a ne božanski autoritativnim.

Srž vjere ističe činjenicu da Bog govori u Bibliji, i bez sigurne spoznaje bili bismo prepušteni proizvoljnosti i uvjetovanosti ljudskog znanja. Bog je govorio. Ali što je htio reći, to je predmet hermeneutike. Po ovome shvaćanju nema nikakve koristi od toga da je Bog govorio ako se ne zna što je rekao. Prema tomu, uloga hermeneutike je da odluči o značenju onoga što je Bog rekao. Propovjedničko govorništvo počiva na ispravnom tumačenju Biblije. Ono je moguće jedino putem brižljivog, temeljitog i sustavnog formuliranja sustava biblijskog tumačenja, jer će se tumačenje najspremnije potčiniti prirodnom značenju Biblije.

Potrebno je istaknuti osnovnu metodu tumačenja kojom se koristi hermeneutika. Teorijsko zasnivanje jedne discipline izgleda da za krajnji cilj ima formuliranje pouzdanih metoda koje će, kad se uvaže, omogućiti valjane rezultate. Teorija tumačenja, prema ovom gledanju, treba voditi nekoj metodologiji tumačenja, zdravoj hermeneutici. Ona će spriječiti nekritičku i neobjektivnu primjenu tumačenja jednoga na štetu drugoga. Ona tako čuva tumača od uporabe puke fraze kao vječnog načela moralnosti (Ramm, 1977). Todorov će reći: "Ali, već je Rousseau formulirao da treba ići takvim putem i Levi-Stros mu se pridružuje, kao što izgleda da istodobno usvaja i jednu koncepciju univerzalne leibnitzovske inspiracije: polazeći od promatranja pojedinih činjenica izvest će se opće odlike, a one će sačinjavati jedan ogroman repertoar, i to takav da se svaka pojedinačna tvorevina u njemu pojavi kao jedna od mnogobrojnih mogućih kombinacija tih općih elementarnih odlika...? Promatra se samo pojedinačno, ali se do njegovog razumijevanja može doći jedino ako se prethodno ustanovi opće"/6/ (Todorov, 1994:74). Spriječit će nastojanje nekih da u suvremenom životu silom nametnu obvezno načelo koje je nastalo iz nekog događaja. Spriječit će ozakonjenje ritualizma i miješanja moći svećenstva, nepravilnim proširivanjem rituala na račun liturgije.

Mislim da nećemo pogriješiti ako kažemo da najstariju metodu za tumačenje nalazimo medu onim tumačima koji su izučavali Bibliju. Tako su se i razvile mnoge doktrinarne razlike unutar kršćanstva, zahvaljujući nekritičkom pristupu tumačenju. Temeljno izučavanje povijesti otkrit će nam da medu katolicima, pravoslavnima i protestantima ne postoje suštinske razlike u pristupu tumačenju Biblije. Hermeneutički sustav ortodoksnosti i vjerskog liberalizma također sadrži veoma važne razlike. Čak i površno čitanje literature otkrit će činjenicu da oni primjenjuju druge sustave u tumačenju Biblije no što ga koristi protestantizam.

Kultovi i sljedbe koriste jedan ili nekoliko specijaliziranih načela tumačenja Biblije, koji dovode do toga da je njihova osnova hermeneutike drugačija od hermeneutike reformatora i povijesnog protestantizma. I razlike u eshatologiji pojavljuju se zbog prihvaćanja različitih načela tumačenja.

Najveću pozornost medu odlikama ovih načela tumačenja zavrjeđuje raznovrsnost interpretacijskih pravila. Ta pravila, istina, ne proturiječe uvijek jedno drugom, ali se množe u različitim pravcima. Očito je da bi bila ostvarena usklađenost tumačenja, potrebni su kanoni, metode i pravila. Jedini način da se raščisti i razluči pravo od pogrešnog, ortodoksno od heretičkog, jest primjena hermeneutičkih metoda ili kanona. To će pomoći da se bavimo uzrocima, a ne simptomima, baveći se osnovom, a ne nadgradnjom.

Svi kanoni ne odgovaraju istoj oblasti. Oni koji izučavaju književnost primijenit će drugačije kanone od onih koji istražuju Bibliju. Međutim, čak i u ovako širokim područjima kanoni koje zahtijeva jedna vrsta teksta razlikovat će se od kanona koje traži druga. Značenje svake riječi u danom tekstu mora se određivati sukladno s njezinim supostojanjem s riječima koje je okružuju/*7/* (Hirsch, 1983).str/*25/*.

Velika potreba za hermeneutikom u propovjedničkoj praksi dolazi od njezine zadaće koja se ogleda u premošćavanju jaza između našeg razumijevanja i razumijevanja samoga pisca, u ovom slučaju pisca Biblije. Već smo istaknuli da se ljudi koji pripadaju istoj kulturi, koji su istih godina, koji žive na istom geografskom području lakše sporazumijevaju. Šabloni značenja i tumačenja podudaraju se s govornim navikama. Ako je povijesni i geografski tumač odvojen od kulture, on ima težu zadaću prigodom tumačenja. Ovdje ćemo pokušati pojedinačno objasniti zapreke koje se mogu pojaviti kao objektivne poteškoće u tumačenju.

1. Najveća poteškoća može se pojaviti u jeziku. Primjerice, Biblija je pisana na židovskom (hebrejskom), aramejskom i grčkom jeziku. Doći do pravila koja će premostiti ovaj jaz jest jedna od najvažnijih

zadaća hermeneutike Biblije. Temeljni problem nalazi se u različitim jezičnim strukturama tih jezika. Smisao jedne rečenice uveliko ovisi i od reda riječi[225].

Nije uvijek jednostavno naći adekvatne riječi kojima će se makar približno odgovoriti riječima u originalu. Svaka riječ ponekad čini čitav mali arsenal značenja i tu se pojavljuju poteškoće u izboru prave riječi iz tog arsenala.

2. Postoji i kulturni jaz kojega prevoditelj ili tumač također moraju premostiti.

Kultura u antropološkom smislu obuhvaća sva materijalna, duhovna, socijalna sredstva; obuhvaća umjetnost, religiju, znanost, filozofiju itd.

Dokle god nismo u stanju rekonstruirati i razumjeti kulturne forme različitih razdoblja, bit ćemo uskraćeni u naporima da razumijemo potpuniji smisao Biblije kao predmeta hermeneutike. Primjerice, splet odnosa između žene, naložnice i djece koji je postojao u biblijsko vrijeme danas je mogućno rekonstruirati preko glinenih pločica. Abrahamovo postupanje sa sluškinjom Agarom sada se poznaje kao propis proistekao iz tih odnosa[226]. Poznavanje ženidbenih običaja, gospodarske prakse, vojnog i pravnog sustava, poljoprivrednih metoda, također mnogo pomaže u tumačenju Biblije.

3. Zemljopis različitih biblijskih zemalja značajan je za tumačenje biblijskih tekstova. Poznavanje zemljopisa Palestine i Bliskog istoka objasnit će detalje iz Kristova života. Podaci o gradovima, rijekama, planinama, ravnicama, jezerima pružaju mnoge putokaze tumačima biblijskih događaja.

4. Povijest pomaže da se velikim dijelom lakše razumiju biblijska proročanstva. Ako je zemljopis krajolik Biblije, onda je povijest njezin nacrt. Razumijevanje događaja ovisi od povijesnog konteksta. Za razumijevanje Kristova života i učenja potrebno je znati što se dogodilo u međubiblijskom razdoblju. Na temelju povijesti saznat ćemo nešto više o rimskim propisima koji se pominju u čitavom Novom zavjetu, o rimskoj praksi djelovanja lokalne vlasti i povijesti rimske vladavine u Palestini.

Sve su to pomoćne metode koje bi trebala koristiti propovjednička praksa u promoviranju istine, kao i tumačenju biblijskih iskaza. Istina, kontekst nije utvrđena danost već nešto što može biti upravo onoliko promjenljivo koliko je promjenljiva i dotična riječ koja se analizira i tumači. To znači da značenje jedne riječi dijelom određuje značenje riječi koje je okružuju.

"Za svekoliki pothvat tumačenja postoje od početka dvije funkcije: divinatorna i usporedna - koje podržavaju jedna drugu i koje ne treba razdvajati. Divinatorna funkcija je ona uz pomoću koje se čovjek, takoreći, preobražava u autora, tražeći neposredno ono što je individualno. Usporedna funkcija sastoji se u promatranju onoga što valja razumjeti prvo kao dio općeg, a potom iznalazi ono što je jedinstveno, uspoređujući to opće s pojedinačnim, subsumirajući pod istu opću ideju..." (Hirsch, 1993:228).

Mi ne trebamo odstupiti od obične uporabe jezika, osim ako za to nemamo veoma jake razloge. Kada jedna riječ ima utvrđeno tehničko značenje, možemo je uzeti u denotativnom smislu, osim ako kontekst ili druga pomoćna sredstva ne ukazuju na suprotnu namjeru.

O značenjima Radojković kaže:

"Razlikovanje denotativnog i konotativnog značenja slično je uporabi riječi u "užem" i "širem" smislu. Riječ je o tome da svaki, ne samo verbalni znak, može imati uži ili širi smisao. Mogućnost da se ova razlika pojavi postoji stoga što ljudi sami ispunjavaju svoje simbole značenjima. Oni istom znaku mogu pripisati jedno ili više značenja, tj. jedan smisao ili više njih. Kada se znak koristi u komunikaciji, od njezinih sudionika ovisi hoće li sačuvati osnovno značenje ili će ono biti obogaćeno"*/8/*(Radojković, 1990:49).

Uporaba hermeneutike u propovjedničkoj praksi, primjena literarnog i povijesnog kriticizma ne umanjuje značaj Biblije kao predmeta tumačenja. Biblijski sadržaj nije mogućno razumjeti niti zadovoljiti ako nije primijenjen način na koji smo opisali; ako nije određen stav prema autoru knjige, datumu njezina pisanja, autentičnosti sadržaja i književnog jedinstva ili različitosti.

Hermeneutičari smatraju da kada su ovi zahtjevi ostvareni može početi tumačenje. Proučavanje hermeneutičkih kanona određuje inspirirane kanone; proučavanje tekstova određuje stil knjige; proučavanje povijesnog kriticizma otkriva socijalni okvir knjige; hermeneutika daje pravila za tumačenje knjige; tumačenje je primjena ovih pravila, a rezultat je biblijska teologija.

Hermeneutika je znanost utoliko što odlučuje o stanovitim načelima za otkrivanje značenja dokumenata i što ta načela nisu puki popis pravila već stoje u međusobnoj organskoj vezi. Ona je, kao što smo to već rekli, i umjetnost, jer se načela i pravila ne mogu nikada mehanički primijeniti, već uključuju umjetnost i nauku.

Opću hermeneutiku sačinjavaju pravila koja se odnose na tumačenje Biblije kao temeljnog izvora propovjedničkog govorništva. Specijalnu hermeneutiku sačinjavaju pravila koja su se razvila u odnosu na posebne dijelove Biblije, primjerice, usporedbe, proročanstva, apokalipsa, i poezija.

Samo poznavanje pravila hermeneutike nikoga ne čini dobrim tumačem. Osoba koja dobro pamti može napamet naučiti pravila šaha, pa ipak biti samo osrednji igrač. Netko je možda u stanju zapamtiti sva pravila

[225] Ovo pravilo je opis onoga što svaki tumač uvijek čini, bez obzira je li mu ono poznato ili ne, jer da bi jednu riječ uopće konstruirao, on mora konstruirati njezinu funkciju, a to se može ostvariti izdvojeno od šireg značenja koje ta riječ priopćava u vezi s riječima koje je okružuju (Hirsch, 1983:225).

[226] Prva knjiga Mojsijeva, XVI glava

hermeneutike, a ipak da ne bude u stanju stručno ih primijeniti. Osoba s jakim intelektom može zalutati pod pritiskom jakih predrasuda. Među židovskim, katoličkim, a i protestantskim tumačima mogu se podjednako naći dobri stručnjaci. Međutim, predrasude i na ovom području mogu zavesti dobrog stručnjaka. On tada suprotan stav sagledava bez simpatije, a svoj vlastiti smatra neranjivim. Predrasude su izvor mnogih jednostrano naglašenih izjava, iako možda neće biti snažno argumentirane. S druge strane, mogu se zapostaviti dobri argumenti koji se nalaze u literaturi, usmjerenoj k ovome predmetu.

Dobro poznavanje hermeneutike može pomoći onome koji nije stekao dovoljno obrazovanje, ali ono ne može nadoknaditi ono što nedostaje nakon obrazovanja. Samo znanje da bi se čovjek trebao služiti originalnim jezikom, kako bi tumačenje ideje bilo dobro, ne pruža tumaču i poznavanje toga jezika. Tumač koji nije upoznat s poviješću tumačenja može pasti u sudbonosnu grešku. Hirsch (1983) kaže kako nikad nitko nije iznio konkretan i praktičan kanon tumačenja koji bi vrijedio za sve tekstove. Činjeni su neki pokušaji da se dođe do formulacije jednog općeg kanona koji bi bio primjenjiv na sve tekstove, ali su se u praksi javljale određene proturječnosti. Moramo istaknuti kako je opće obrazovanje temeljni preduvjet važan za ispravno tumačenje teksta[227].

Tumač bi morao primijeniti pravilne metode u procesu istraživanja. Istina, nitko ne može posjedovati cjelokupno znanje. Svaki tumač ne može posjedovati sve idealne metode, zapravo nitko neće postići taj ideal, a sve čemu se čovjek može nadati jest "da postigne razumnu ravnotežu između stručnosti i drugih pomoćnih sredstava koja tumačenje zahtijeva. Međutim, nije nerazumno zahtijevati da svi oni koji drugima žele tumačiti Bibliju trebaju posjedovati stanovito znanje židovskog (hebrejskog) ili grčkog jezika.

Teologija je u srednjem vijeku bila kraljica medu znanostima i stoga je svaki student bio spreman studirati tek kada se upoznao s ostalim umjetnostima. Teološkom izučavanju prethodilo je obrazovanje iz slobodnih znanosti.

Za tumača biblijskih tekstova potrebno je poznavanje židovskog i grčkog jezika (Ramm, 1977). Istina, nemaju svi propovjednici sposobnost za učenje jezika. Načelo je protestantizma, kaže Ramm (1977), a iskustvo je potvrdilo, da u crkvama trebaju postojati stručnjaci koji su sposobni proniknuti iza suvremenih prijevoda Biblije, polazeći od originalnih jezika s kojih je prijevod načinjen. Dobro obrazovanje na području slobodnih humanističkih znanosti je temelj za dobro tumačenje, napose za istraživanje literature, povijesti i filozofije.

Zaključak

Obrasci riječi i stilski efekti koji potkrepljuju jedno tumačenje mogu postati drugačiji obrasci i efekti u nekom disparitnom tumačenju (Hirsch, 1983). Isti tekst može dati različite podatke, a svaki niz podataka snažno će podupirati teoriju tumačenja koja ga je i dala. Tumač potajno može smatrati da su druga tumačenja neadekvatna ili bez ukusa, ali ako nema objektivnih razloga zbog kojih bi ih odbacio, on mirno može prihvatiti i ta motrišta ukoliko se ne sukobljavaju s poznatim činjenicama[228]. Komunikator tako proširuje ili povećava granice znanstvene spoznaje, pa mu i pripada pobjednička titula "osvajača" duhovnog nasljedstva, osvajač novih pokrajina ne samo lijepog nego i značajnog. Ne može se za svakoga tko propovijeda reći da je propovjednik, kao što se ne može niti za svakoga koji piše reći da je književnik, osim ako propovijeda u pustinji u kojoj nema nekoga da čuje, ili ako piše za one koji ne znaju čitati[229]. Ako ne umije stvarati, onda je bolje da promijeni zanimanje. Ako ne umije propovijedati i tumačiti, istraživati i stvarati, onda je bolje da se povuče i duhovna osvajanja prepusti drugome.

Notes

/1/Tadić,Ljubomir,Retorika,Institut za filozofiju i društvenu teoriju,Filip Višnjć,Beograd,1995.str.308.

/2/ Ibidem

/3/ Ibidem

/4/ Ibidem

/5/ Berđajev,Nikolaj,Smisao stvaralaštva,Logos,beograd,1996.str./46/.

/6/ Capela,J.N.,The Menagment of Conversations,1985.str./38/.

/7/ Eko,U.,Estetika i teorija informacije,Prosveta,Beograd,1973.str./444/.

/8/ Erik,Havelok,Muza uči da piše,Svetovi,N.Sad,1991.str./86/.

[227] Tumačenje kao djelatnost može polagati pravo na intelektualno uvažavanje samo ako njegovi rezultati mogu polagati pravo na valjanost. S druge strane, njegove pretenzije moraju se usmjeriti kako bi odgovarale osobenostima i poteškoćama pothvata tumačenja... Činjenica da je izvjesnost uvijek nedostižna predstavlja ograničenje koje je zajedničko tumačenju i mnogim drugim disciplinama. Poseban problem tumačenja je u tomu što ono često izgleda nužno i neizbježno, a zapravo ono to nikada nije. Ovaj privid neizbježnosti je opsjena koju stvara kružnost procesa tumačenja (Hirsch, 1983:186).

[228] Tumač je uvjeren kako su značenja koja on razumije neizbježna, a to ovještalo iskustvo (sasvim neovisno od naših osobeno modernih sklonosti) oduvijek pribavlja uvjerljivost ideji da su značenja neposredno dana riječima. Kada tumač zadržava spokojnu sigurnost unatoč suprotnim mišljenjima, možemo uzeti da je uhvaćen u zamku hermeneutičkog kruga... (Hirsch, 1983:187).

[229] Onaj koji nije čitao ništa drugo osim romana i koji ništa drugo osim romana nije stvorio, tko bez ikakve umjetnosti nekako sastavi poneki kazališni komad ili tko bez ikakve sume znanja sklepa nekoliko propovijedi - taj neće biti uvršten u književnike (Parandovski, 1964:31).

/9/Evans,M.H.,The preachher and preaching,Reviw And herald publishing association,Washington,D.C.,1938.str./149-155/.
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/11/ Todorov,Cvetan,Mi i drugi,Bilioteka XX vek,Beograd,1994.str./11/.
/12/ Hirš,E.D.,Načela tumačenja,Nolit,beograd,1983.str./25/.
/13/Ibidem
/14/Ibidem
/15/Ibidem
/16/Ibidem
/17/ Parandovski,Jan,Alhemija reči reči,Kultura,Beograd,1964.str./31/.
/18/Radojković,Miroljub,Savremeni informaciono-komunikacioni sistem,Zavod za izdavanje udžebika,Beograd,1984.str.49.

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MEDIA CULTURAL CAPITAL AS A SOURCE OF SOCIAL DISTINCTIONS[230]

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Abstract
Based on Bourdieu's idea of cultural capital, this paper aims to answer the question whether media consumption represents a source of social distinctions. Media are a neglected aspect of cultural capital, even though they represent an important source of cultural information for majority of population. In the past research, praxes of distinction were operationalized in the framework of television broadcasting (TV-genres, programmes, films, comedies). It has been noted that media are consumed in different ways, depending on viewer's cultural capital. Research studies also show that many cultural consumers are 'cultural omnivores' which can consume cultural products with various levels of sofistication. Based on dilemma between cultural capital as consumption of highbrow culture (Bourdieu) and cultural capital as cultural omnivorism (Peterson i Kern), this paper shows the results of research that confirm omnivorism thesis, and the connection between highbrow television genres and higher school grades.

Keywords: cultural capital, media, cultural omnivorism, highbrow taste, Pierre Bourdieu

1. UVOD

Kulturna stratifikacija i njezina povezanost s procesima transformacije industrijskih društava od samih su početaka izazivali interes istraživača, ali i filozofa, intelektualaca i društvenih kritičara. Kako ističu Lizardo i

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Skiles (2008), nekoć istaknute teorije masovne kulture, najjasnije formulirane u teoriji društva tzv. Frankfurtske škole, gube svoju plauzibilnost, a na njihovo mjesto dolazi teorija kulturnog kapitala. Nasuprot isticanju kulturalne uniformizacije te manipulativnosti i svemoći kulturne industrije povezane s ideološko-materijalnim interesima kapitalističke klase, teorija kulturnog kapitala ponudila je znatno realističniju i empirijski potkrijepljenu sliku kulture kao mehanizma potvrđivanja i osporavanja klasnih razlika. Pojam kulturnog kapitala u teorijski je diskurs uveo francuski sociolog i filozof Pierre Bourdieu (1984, prvi put objavljeno na francuskom 1979.). Prema njemu određene forme društveno definiranog načina ponašanja i ukusa služe kako bi se postigao viši status i povukle klasne granice. Drukčije rečeno, viši socijalni slojevi svoju realnu društvenu moć žele sačuvati i pojačati kroz kulturno razlikovanje od nižih slojeva povećavajući na taj način svoj prestiž. Dakle, pokazivanje kulturne superiornosti, odnosno rafiniranog ukusa ima za cilj očuvanje društvene moći. Prema njemu, postoji *dominantna, elitna kultura* koja čini osobitu formu kapitala koju se može iskoristiti u različitim društvenim situacijama kako bi se pribavilo društveno korisne resurse. Neodvojivi dio teorije kulturnog kapitala je ideja da su dominantna kultura, a time i kulturni kapital nejednako raspodijeljeni i dostupni pojedinim socijalnim slojevima. Drugačije rečeno, osim što imaju veće količine financijskog i socijalnog kapitala, viši socijalni slojevi imaju i veće količine kulturnog kapitala. Pri tome valja napomenuti da Bourdieu nije smatrao da dominantna kultura nije intrinzično superiorna niti da je uopće moguće naći objektivne kriterije za vrednovanje dominantne kulture i kulture nižih slojeva. Iako kriterije vrednovanja nije moguće naći, kriterije razlikovanja jeste. Naime, dominantna kultura obično vrednuje sve ono što uključuje veću količinu teorijske kontemplacije (npr. taktički složeniji sportovi nasuprot sportovima koji se zasnivaju samo na tjelesnoj snazi i kontaktu; teorijska znanost nasuprot inženjerstvu), a u umjetnosti naglašava formu nasuprot sadržaja ili etičkog vrednovanja umjetničkog djela. U drugom radu (Bourdieu, 1986) ovaj autor razlikuje tri forme kulturnog kapitala: objektificirani, institucionalizirani i utjelovljeni kulturni kapital. Objektificirani kulturni kapital odnosi se na artefakte elitne kulture, poglavito na umjetnička djela. Institucionalizirani kulturni kapital odnosi se na obrazovne kvalifikacije kojima pojedinac dokazuje poznavanje i posjedovanje elitne kulture. Utjelovljeni kulturni kapital odnosi se na osobni stil i ukus koji pojedinca čini poznavateljem elitne kulture.

Bourdieova, ali i druga istraživanja pokazala su da je razlikovanje između niske (eng. lowbrow) i visoke (eng. highbrow) kulture vjerojatno previše grubo, odnosno da se mogu identificirati prijelazni oblici kulturalne participacije koji se mogu nazvati middlebrow kulturom/participacijom. Tako je Veenstra (2010) analizom anketnih podataka dobivenih na kanadskoj općoj populaciji ustanovio dvodimenzionalnu mapu kulturalne participacije. Na prvoj osi su svi oblici kulturnih aktivnosti koje su mjerene u ovom istraživanju češći kod pojedinaca koji su obrazovaniji i koji imaju veći dohodak. No druga os pokazuje da unutar viših slojeva postoje oni pojedinci koji imaju više obrazovanje, a nemaju veliku količinu ekonomskog kapitala te da ti pojedinci češće participiraju u višim oblicima highbrow kulture poput posjećivanja galerija, znanstvenih i povijesnih muzeja, a vrlo malo u lowbrow aktivnostima poput gledanja televizije. S druge strane, pojedinci koji imaju više prihode, no obično nemaju sveučilišno obrazovanje, obično participiraju u aktivnostima poput posjećivanja nacionalnih parkova, čitanja magazina, odlascima u kino i drugim oblicima kulturnih aktivnosti koje spadaju u niži oblik highbrow kulture, odnosno middlebrow kulturu.

S vremenom se, ponajviše pod utjecajem novijih istraživačkih podataka, počela osporavati valjanost Bourdieuovih postavki tj. njihova primjenjivost na današnju sociokulturnu situaciju. Naime, pojavila se teza *kulturalne svestranosti* (eng. *cultural omnivorism*[231]) prema kojoj se kulturalne razlike između klasa danas uspostavljaju na temelju poznavanja niza kulturnih formi i praksi, a ne na temelju poznavanja samo elitne kulture (Peterson, 1992; Peterson i Simkus, 1992; Peterson i Kern, 1996). Drukčije rečeno, kulturne aktivnosti i ukus postali su vrlo raznoliki i promjenjivi, a isti pojedinac može konzumirati i highbrow i lowbrow kulturu te mu se i jedna i druga mogu istovremeno sviđati. Istraživanja pokazuju da se hipoteza o kulturnom svaštarenju, odnosno kulturalnoj svestranosti može smatrati solidno potvrđenom, iako je potrebno precizirati o kojim je kulturnim formama riječ jer točnost hipoteze donekle ovisi o području kulturne participacije. Primjerice, Peterson i Kern (1996) pronašli su dokaze u prilog ove hipoteze na području glazbenog ukusa. Istražujući američku populaciju 1982. i 1992. godine zaključili su da su osobe koje su označile operu ili klasičnu glazbu kao svoj omiljeni žanr 1982. godine s jednakom vjerojatnošću kao i ostatak populacije slušali i druge glazbene žanrove. Međutim, 1992. godine ove su osobe čak i s većom vjerojatnošću slušale lowbrow glazbu poput rocka, te middlebrow glazbu poput jazza. No istraživanja pokazuju da u drugim kulturnim područjima koji su po stupnju organiziranosti bliži pojmovima kulturne industrije i masovne kulture ova hipoteza nije posve jednoznačno točna. Primjerice, Lizardo i Skiles (2009) pokazuju da hipoteza kulturalne svestranosti kada je u pitanju televizijski program važi u nekim europskim zemljama, dok u nekima to nije slučaj. Drukčije rečeno, u nekim zemljama pojedinci koji gledaju ozbiljne programe češće gledaju sve vrste programa, dok u nekima zemljama to nije slučaj. Autori ove razlike objašnjavaju stupnjem komercijaliziranosti televizijske produkcije u pojedinoj zemlji te to potvrđuju povezanošću indikatora poput televizijskog prihoda per capita ili profitnih stopa u TV industriji sa stupnjem odvojenosti elitnog i masovnog televizijskog ukusa. Drukčije rečeno, u zemljama u

[231] Doslovno bi ovaj engleski izraz označavao „kulturno svejedenje“, ali zbog jezične nezgrapnosti koristit ćemo gore navedeni izraz.

kojima je televizijska produkcija vrlo komercijalizirana i standardizirana, teza o kulturnoj svestranosti nije točna. To se može objasniti upravo činjenicom da popularni televizijski programi ne rezoniraju s ukusom 'zahtjevnije' publike koja stoga gleda samo highbrow programe. U zemljama u kojima televizijska produkcija nije komercijalizirana tj. gdje je sačuvan veći utjecaj kreativnih, nezavisnih autora, teza o kulturalnoj svestranosti je točna.

Osim pitanja općenitog važenja teze o kulturalnoj svestranosti i njezinog važenja u pojedinim kulturnim poljima nasuprot modelu elitna/masovna kultura, dosadašnja istraživanja i teorijski doprinosi otvaraju još dvije dileme. Prva se odnosi na pitanje znači li kulturalna svestranost samo kvantitativnu promjenu u količini konzumiranih kulturnih sadržaja, ili odražava i dublji pomak prema tolerantnijim stavovima prema različitostima u kulturnim ukusima, znanju i participaciji (Warde, Wright i Gayo-Cal, 2007). Druga se dilema odnosi na pitanje može li se pojava kulturalne svestranosti prihvatiti samo kao zanimljiva sociološka i kulturološka činjenica, ili kulturalna svestranost označava novu i jedino moguću strategiju povlačenja kulturalnih razlika u novim sociokulturnim okolnostima. Dakle, može li poznavanje raznih tipova kulture i mogućnost participiranja u njima pružati različite društvene prednosti? Primjerice, možda se kulturalno svestrani pojedinac može prilagoditi različitim društvenim grupama i pojedincima te na taj način postići njihovo odobravanje. Veenstra (2010) navodi primjer osobe koja traži posao i koja, u ovisnosti o tome kakav tip kulturnih aktivnosti preferira osoba koja ga intervjuira, može razgovorati i o operi i o jučerašnjoj nogometnoj utakmici. Peterson i Kern (1996) dijele ovakvo mišljenje, odnosno smatraju da kulturalna svestranost u konačnici ima značajne sociološke posljedice. Naime, oni uzroke trenda prema kulturalnoj svestranosti pronalaze u strukturalnim i vrijednosnim promjenama, promjenama unutar svijeta umjetnosti, generacijskim razlozima te promjenama u načinima označavanje statusne pripadnosti. Porast obrazovanosti populacije i geografska mobilnost dovode do toga da mnogi pojedinci iz nižih društvenih slojeva dolaze u doticaj s highbrow kulturom istovremeno zadržavajući svoju sklonost prema lowbrow kulturi. Isto, *mutatis mutandis*, važi i za pripadnike viših društvenih slojeva. Nadalje, trendovi međukulturne tolerancije i komercijalizacije umjetnosti otežavaju snobovski odnos prema 'nižim' kulturalnim formama i statusnu politiku usmjeravaju prema inkluzivnim, a ne ekskluzivnim strategijama.

Jedno od područja na kojemu posjedovanje kulturnog kapitala može donijeti značajne prednosti predstavlja i područje obrazovanja. Zapravo, sâm Bourdieu je u obrazovnom sustavu vidio jedan od ključnih mehanizama pomoću kojega se dominantna kultura reproducira, a njezino posjedovanje (kulturni kapital) nagrađuje (Bourdieu i Passeron, 1977). Niz istraživanja koja su uslijedila potvrdila su povezanost posjedovanja kulturnog kapitala i obrazovnog uspjeha (npr. DiMaggio, 1982; Sullivan, 2001; Dumais, 2002), iako se u novije vrijeme javljaju kritike koje ukazuju na potrebu redefiniranja pojma kulturnog kapitala u istraživanjima obrazovanja te prestanak njegovog isključivog identificiranja s elitnom umjetnošću (Lareau i Weininger, 2003; Winkle-Wagner, 2010). Stoga se nameće pitanje mogu li neka druga kulturna polja, poput medija, imati značajan utjecaj na povlačenje kulturnih razlika i uspjeh u obrazovnom sustavu te ostvaruje li se ta možebitna prednost poznavanjem elitne kulture ili kulturalnom svestranošću.

2. MEDIJSKI KULTURNI KAPITAL I DRUŠTVENE DISTINKCIJE

Kako ističe Bennett (2006a), iako su mediji u današnje vrijeme, a posebice televizija, postali jedan od najvažnijih izvora kulturalne participacije za veliku većinu populacije, medijsko polje donekle je bilo zanemareno unutar istraživanja kulturnog kapitala. Kada je televizija u pitanju, uglavnom se mjerilo vrijeme provedeno pred televizorom, a manje konzumacija samih sadržaja i njihova povezanost s kulturnim kapitalom. Tako je i Bourdieu (1984) postavio samo jedno pitanje o televiziji: 'Ako gledaš televiziju, koje programe uglavnom gledaš?'. Učestalost gledanja televizije pojavljuje se samo sporadično u njegovom glavnom djelu *Distinkcija*. Naravno, ovo se zanemarivanje preciznije operacionalizacije može povezati s vlasništvom TV prijemnika 1960-ih u Francuskoj koje je bilo ograničeno (Bennett, 2006a). I u novije vrijeme neki autori naglašavaju da mediji, osobito televizija, značajno ne pridonose kulturalnom razlikovanju. Tako Gayo-Cal, Savage i Warde (2006) mapiranjem kulturnog sudjelovanja i ukusa u Ujedinjenom Kraljevstvu zaključuju da mediji potiču kulturnu konvergenciju, a ne divergenciju, s izuzetkom količine gledanja televizije koja je povezana s lowbrow kulturalnim ukusom. Tako manje obrazovane osobe i pripadnici radničke klase u prosjeku gledaju televiziju više od pet sati u radnom danu, a odbacuju mnoge forme kulturne participacije povezane s ´legitimnom´ visokom kulturom i pokazuju jače preferencije prema sapunicama, sportu i horor filmovima. Obrazovana srednja klasa s više rangiranim zanimanjima izrazitije preferira ´legitimnu´ visoku kulturu, ali je i tolerantna prema svim kulturalnim formama, što je u nekoj mjeri sukladno ideji o kulturalnoj svestranosti Petersona i Kerna (1996). Kada je u pitanju izbor televizijskih žanrova, ova skupina ne odbacuje popularne kulturne forme, ali prema njima ne pokazuje osobiti interes. Isto tako, Lahire (2004, navedeno u Bennett, 2006b) naglašava da televizija utječe na ublažavanje veze između socijalnih slojeva i kulture tako da klasne razlike sada više nisu tako lako uočljive. Naime, razvoj kućanstava s više TV prijemnika doveo je do porasta samostalnog gledanja televizije, a time i do manjeg socijalizacijskog utjecaja roditelja. Zatim, privatna narav gledanja televizije čini je nepogodnim medijem

za javno prikazivanje kulturalnog ukusa i društvenog statusa. I kao treće, televizija omogućava ´znatiželjno gledanje´, odnosno jednostavan uvid u ranije nedostupne kulturalne forme i eksperimentiranje s njima.
No u drugim istraživanjima počinje se uočavati važnost medijskog polja kao prostora kulturalnog razlikovanja. Tako Blewitt (1993) smatra da Bourdieuova teorija kulturnog kapitala može objasniti razlike u posjećivanju kulturnih institucija[232] i gledanju hollywoodskih filmova. Van Rees i Van Eijck (2003) su pak analizirali kako se različite tiskane (novine i magazini), elektroničke i vizualne medijske konzumacijske prakse, uključujući i gledanje televizije, slažu jedna s drugom, dok Bennett (2006a) istražuje kako se prakse razlikovanja operacionaliziraju u okviru prostora televizijskog emitiranja. Prema njegovom istraživanju, publika se uistinu segmentira u klastere medijskih korisnika povezanih s dobi, obrazovanjem, spolom i drugim sociodemografskim odrednicama, ali je podjela televizijske publike često fluidna i preklapajuća, te su stoga granice često manje jasno iscrtane nego u drugim dijelovima kulturnog polja. Prema njemu, prostor televizijskog emitiranja okarakteriziran je jasnom međupovezanošću izbora žanrova, programa i kanala te da su načini na koje se gledatelji pozicioniraju u tom prostoru pod utjecajem njihove društvene pozicije i demografskih obilježja. Razlike su posebno izražene u terminima dobi i spola, ali i zanimanja i razine obrazovanja koji su igrali važnu ulogu u stratifikaciji televizijske publike uzduž tradicionalne linije 'visoko'/'nisko'. Svi nisko legitimirani žanrovi (sapunice, reality TV, kvizovi i igre i razne chat emisije) povezani su s nižim razinama obrazovanja i niže pozicioniranim zanimanjem (nižim socijalnim slojem). Visoko legitimirani žanrovi su, nasuprot tomu, u principu definirani u terminima visoke razine obrazovanja i više pozicioniranim zanimanjima. Važno je da, osim umjetničkih programa, ostali visoko legitimni žanrovi (drama, vijesti, aktualna događanja i dokumentarci) potvrđuju tendenciju razlikovanja s manje oštrim granicama. Pozicije žanrova srednjeg legitimiteta (komedije/sitkomi, sport, policijske emisije, filmovi, emisije za kućanstvo) većinom variraju u odnosu s njihovom vezom prema dobi i spolu.
Iako su te podjele i razlike promjenjive i ponekad više služe kulturnom približavanju pojedinih grupa nego distanciranju, neosporno je da mediji imaju određeni utjecaj za razumijevanje uloge koju kulturni ukusi imaju u okviru mehanizma pomoću kojih se društvene razlike strukturiraju i potvrđuju. Kako ističe Bennett (2006a), iako se javne televizije deklaratorno proglašavaju 'zonama bez razlika' te im se daje uloga stvaranje zajedničkog diskurzivnog prostora, javni prostor koji ona stvara podijeljen je raznolikošću u preferenciji prema pojedinim sadržajima i njihovoj konzumaciji. Ovaj se prostor tako često fregmentira i donekle naglašava već postojeće kulturalne i društvene razlike.
Prethodna rasprava ukazuje na pitanje može li konzumacija medija djelovati kao izvor kulturnih distinkcija? Iako spomenuta teza o kulturalnoj svestranosti zvuči teorijski plauzibilno i ima određenu empirijsku podršku, u novije se vrijeme pojavljuju ideje da dehijerahizacija kulture ne mora imati jednaki intenzitet u različitim kulturalnim poljima, pa tako i u medijskom polju. Tako se tradicionalna distinkcija između highbrow i lowbrow ukusa može ponovno pojaviti čak i unutar popularne kulture, pri čemu određene dispozicije i načini konzumacije pojedinih kulturalnih formi mogu zadobiti ulogu povlačenja klasno specifičnih razlika ranije rezerviranu za konzumaciju elitne kulture (Friedman i Kuipers, 2013). Razumijevanje i preferencija pojedinih kulturalnih formi mogu biti zasnovani na (ne)mogućnosti dekodiranja značenja sadržanih u njima. Jednu od takvih kulturalnih formi predstavlja i humor, odnosno televizijska komedija. Nekolicina istraživanja (Claessens i Dhoest, 2010; Friedman, 2011; Friedman i Kuipers, 2013; Kuipers, 2006) pokazala je da se preferencije prema pojedinim vrstama komedije zasnivaju na različitim estetskim dispozicijama utemeljenim na količini kulturnog kapitala koji gledatelj posjeduje. Gledatelji nižeg stupnja obrazovanja obično preferiraju lowbrow komediju koja se zasniva na neposrednom efektu, stereotipnim likovima i zapletima, jasno je označena kao komedija te ima za svrhu zabaviti i nasmijati. Gledatelji višeg stupnja obrazovanja, odnosno više razine kulturnog kapitala, preferiraju kompleksniju satiričnu i ironičnu vrstu komedije, prepunu ambivalentnosti i propitivanja društvenih konvencija, čija je osnovna svrha natjerati na razmišljanje, a ne nužno zabaviti (Kuipers, 2006). Osobito je značajno da konzumenti highbrow komedije razumiju lowbrow komediju, ali je označavaju kao manje vrijednu i neinteligentnu. Konzumenti lowbrow komedije nemaju odgovarajuću količinu kulturnog kapitala potrebnu za razumijevanje highbrow komedije pa je uglavnom ili ne poznaju ili je smatraju nerazumljivom.
Drugu kulturalnu formu u kojoj razumijevanje i preferencije mogu biti zasnovani na (ne)mogućnosti dekodiranja značenja sadržanih u njima predstavlja film, kako tvrde Barnett i Allen (2000), a posebno oni filmski žanrovi koji pripadaju visokim kulturnim formama, kao što su umjetnički filmovi. Istraživanjem veze između koncepta kulturalnog repertoara, definiranog u terminima poznavanja odnosno upoznatosti s visokom i popularnom kulturom, i koncepta kulturnog kapitala, definiranog u terminima upoznatosti s visokom kulturom, Barnett i Allen razmatraju dilemu između dvije koncepcije kulturnog kapitala. Prvu koncepciju predstavlja teza kulturane svestranosti, a drugu klasično shvaćanje kulturnog kapitala kao konzumacije visoke (elitne) kulture. Kao i kod kulturne forme humora, ´popularni kulturni kapital´ zahtjeva visoke kulturalne kompetencije pa su tako primjerice ljubitelji sapunica upoznati s 'kulturnim kodovima' specifičnim za ovaj televizijski žanr (Fiske, 1987, navedeno u Barnett i Allen, 2000). Stoga, dvojbe nisu prisutne oko *blockbuster* filmova koji privlače veliku

[232] Misli se na odlaske u muzeje, galerije, izložbe i slično.

publiku. Propitivanje je usmjereno na umjetničke i klasične filmove u okviru kojih su se pokazale značajne razlike u kulturnim repertoarima ispitanika višeg i nižeg socijalnog sloja. Po prvoj koncepciji takvi žanrovi privlače visoko obrazovanu publiku koja ima kulturalne kompetencije potrebne za dekodiranje tih filmova, a po drugoj implicira da publika iz viših slojeva (tzv. *highbrow omnivores*) u terminima kulturnog repertoara treba biti upoznata sa svim tipovima filmova, uključujući i klasične, umjetničke filmove kao i *blockbuster* filmove za razliku od pripadnika nižeg i srednjeg sloja društva. Rezultati su pokazali da pripadnici viših socijalnih slojeva gledaju više umjetničkih filmova i na televiziji i u kinima[233]. Drugim riječima, potvrdilo se da članovi viših socijalnih slojeva imaju šire kulturalne repertoare, u okviru kojih je „visoka" kultura u formi umjetničkih filmova njihova važna komponenta (Barnett i Allen, 2000).

Polazeći od navedenih razmatranja može se tvrditi da mediji donekle preuzimaju ulogu visoke kulture kao izvora kulturnih distnikcija između socijalnih slojeva, ali i da se u pojedinim situacijama konzumenti mogu ponašati kao ´kulturni svejedi´ koji mogu konzumirati kulturne proizvode različite razine sofisticiranosti. Navedena dilema u ovom se radu provjerava kroz istraživanje medijskog kulturnog kapitala učenika srednjih škola, u smislu povezanosti njihove konzumacije pojedinih televizijskih žanrova s drugim oblicima kulturnog kapitala te njihovim obrazovnim uspjehom i socijalnim porijeklom. S obzirom na to da većina istraživanja potvrđuje hipotezu kulturalne svestranosti, predvidjeli smo da će se ovakav obrazac potvrditi i u našem istraživanju konzumacije televizijskih sadržaja.

Hipoteza 1: Struktura konzumacije televizije slijedit će model kulturalne svestranosti, tj. pojavit će se podjela na češće i rjeđe konzumente televizijskog programa.

S druge strane, istraživanja o kulturnom kapitalu u obrazovnom polju pokazuju da poznavanje dominantne kulture utječe na obrazovni uspjeh i prohodnost kroz obrazovni sustav. Imajući u vidu mogućnost da mediji, u našem slučaju televizija, možda djelomično preuzimaju ulogu transmisije highbrow kulture, našom smo drugom hipotezom htjeli empirijski provjeriti takvu teorijsku postavku.

Hipoteza 2: Konzumiranje highbrow televizijskih sadržaja bit će povezano s višim školskim ocjenama, a konzumiranje ostalih sadržaja bit će negativno ili uopće neće biti povezano s obrazovnim uspjehom.

3. MEDIJSKI KULTURNI KAPITAL I OBRAZOVNI USPJEH

3.1. UPITNIK I UZORAK

Upitnik korišten u ovom istraživanju sadržavao je set pitanja vezanih uz učestalost gledanja pojedinih televizijskih sadržaja. Ova je učestalost ispitivana pitanjima Likertovog tipa u kojima se od sudionika istraživanja tražilo da na skali od 1 ('vrlo rijetko') do 5 ('vrlo često') procijene učestalost vlastitog gledanja pojedinih sadržaja. Uzimajući u obzir klasifikaciju popularnih televizijskih sadržaja Lizarda i Skilesa (2009), kao i Bennettovu (2006a) podjelu televizijskih sadržaja na popularnu televiziju, 'middlebrow' grupu, grupu tzv. činjeničnih žanrova i grupu kulturnih sadržaja (2006a:197), televizijski sadržaj u okviru ovoga rada obuhvaćao je sljedeće kategorije: (1) Informativni program i vijesti (npr. Dnevnik HRT-a, Dnevnik Nove TV, Provjereno, Labirint), (2) Filmski program (igrani filmovi), (3) Televizijske serije – 'sapunice' (npr. Sila, Tajne, Sulejman Veličanstveni, Milost), (4) Kriminalističke i detektivske serije (npr. CSI, Navy CIS, Kosti, itd.), (5) Dokumentarni filmovi (npr. U potrazi za Markom Polom, Istina o Stonehengeu, Tajne svjetskih muzeja, Alpe iz zraka), (6) Emisije o umjetnosti i kulturi (npr. Pola ure kulture, Drugi format), (7) Sport (npr. nogometne utakmice, sportske emisije), (8) Humoristične serije (npr. Prijatelji, Seks i grad, Dva i pol muškarca, Bitange i princeze), (9) Domaće dramske serije (npr. Gruntovčani, Naše malo misto, Na terapiji, Počivali u miru), (10) Strane dramske serije (npr. Momci s Madisona, Obitelj Soprano, Borgen, Zapadno krilo).

Ukupna količina gledanja televizije mjerena je postavljanjem dvaju pitanja: (1) 'Koliko prosječno sati Vi osobno gledate televiziju radnim danom?' i (2) 'Koliko prosječno Vi osobno gledate televiziju danom vikenda?'. Ukupna tjedna količina gledanja televizije za svakoga se sudionika istraživanja dobije množenjem iskazanih prosječnih količina s odgovarajućim ponderima – u slučaju radnih dana množenjem s pet, a u slučaju dana vikenda množenjem s dva. Dva posebna pitanja nužna su zbog različitosti u količini i obrascima gledanja televizije između radnih dana i vikenda. Ovakav način mjerenja količina gledanja televizije pokazao se pouzdanim i često se koristi u medijskim istraživanjima (npr. Signorelli, 1990; Schmitz i sur., 2004).

Od učenika se također tražilo navođenje spola te obrazovanja oca i majke, dok se tip škole koje učenici pohađaju mogao utvrditi i bez uvrštavanja tog pitanja u upitnik. Upitnikom je utvrđen i ukupni prosjek ocjena u prethodnoj školskoj godini, kao i ocjena iz hrvatskog jezika i književnosti te matematike. Ovi su školski predmeti izabrani zbog pretpostavke da bi bilo koja vrsta kulturnog kapitala, pa tako i medijski kulturni kapital, trebao imati jači

[233] Barnett i Allen su na početku istraživanja napravili razliku u terminima praksi gledanja i medija koji se koristi – dakle televizija, videokazete, kablovska televizija i kino projekcija. Naime, zbog različitih prihoda pripadnika socijalnih slojeva pretpostavili su da će razlike u načinu gledanja biti prisutne zbog toga što odlazak u kino zahtjeva više izdataka i možda nije tako pristupačan mnogim članovima nižih socijalnih slojeva. Nasuprot tomu, dostupnost filmova na videu i preko kablovske televizije vjerojatno u određenoj mjeri reducira razlike u praksama gledanja filmova među članovima različitih socijalnih slojeva. Razlike u praksama gledanja filmova izraženije su u odnosu na medij koji se koristi, dakle kino, nego u slučajevima videokaseta i televizije (Barnett i Allen, 2000: 150).

utjecaj na uspjeh u društveno-humanističkim, nego u predmetima iz 'egzaktnih' znanosti (prirodne i tehničke znanosti, matematika i sl.).
U istraživanju je korišten prigodni uzorak (učenici koji su bili na nastavi) realiziran u pet srednjih škola na području Osijeka, Valpova i Orahovice[234]. Iako je uzorak bio prigodni, odnosno srednje škole koje su sudjelovale u istraživanju nisu određene slučajnim izborom, prilikom planiranja i realizacije uzorka vodilo se računa o proporcionalnoj zastupljenosti učenika iz trogodišnjih i četverogodišnjih strukovnih škola, umjetničkih škola i gimnazija. Drukčije rečeno, udio učenika iz pojedinih tipova srednjih škola okvirno je odgovarao udjelu pojedinih tipova škola u ukupnoj srednjoškolskoj populaciji Republike Hrvatske u 2012. godini (Državni zavod za statistiku, 2013). Tako je u istraživanju sudjelovalo 93 učenika iz trogodišnjih strukovnih škola, 220 učenika iz četverogodišnjih strukovnih škola, 152 učenika iz gimnazija te 35 učenika iz umjetničkih škola. Kada je spol u pitanju, u istraživanju je sudjelovalo 262 učenice (52,6%) i 236 učenika (47,4%)[235].
U navedenim školama provedeno je skupno anketiranje učenika drugih, trećih i četvrtih razreda tijekom nastave, pri čemu su razredna odjeljenja u kojima će biti provedeno anketiranje određena slučajnim izborom. Iako je popunjavanje upitnika bilo anonimno, učenici su prilikom njegovog popunjavanja mogli tražiti pomoć u razjašnjavanju pojednih nejasnoća. Upitnik je prije provođenja istraživanja predtestiran u jednom razrednom odjeljenju Srednje škole Valpovo.

3.2. REZULTATI

Kako bi se provjerila prva hipoteza rada, čestice su analizirane pomoću klaster-analize. Zbog spolnih razlika kada su u pitanju preferencije televizijskih programa (vidjeti npr. Bennett 2006a) klaster analiza rađena je odvojeno na ženskim i odvojeno na muškim ispitanicima. U oba slučaja klaster analizom izlučena su dva klastera, odnosno skupine ispitanika. Rezultati klaster analize na ženskim sudionicima istraživanja prikazani su u Tablici 1. Kako se može vidjeti, prva skupina ženskih ispitanika ima preferencije prema svim televizijskim sadržajima dok druga skupina slabije gleda televizijski program, uz iznimku humorističnih serija koje najviše preferiraju. Svi sadržaji statistički su značajno različito prisutni u dvama klasterima, iako se najizrazitije razlike pokazuju kod konzumiranja domaćih i stranih televizijskih serija te sapunica.
Tablica 1. Klaster analiza konzumacije televizijskih sadržaja – ženski ispitanici

		Klaster		
		1	2	Kombinirano
Informativni program i vijesti	Ar. sredina	**3,47**	**2,95**	**3,20**
	St. devijacija	0,88	1,16	1,06
Filmski program (igrani filmovi)	Ar. sredina	**4,38**	**3,72**	**4,05**
	St. devijacija	0,74	1,07	0,98
Televizijske serije – 'sapunice'	Ar. sredina	**3,48**	**2,40**	**2,93**
	St. devijacija	1,43	1,43	1,52
Kriminalističke i detektivske serije	Ar. sredina	**4,35**	**3,85**	**4,10**
	St. devijacija	0,82	1,31	1,12
Dokumentarni filmovi	Ar. sredina	**3,55**	**2,90**	**3,22**
	St. devijacija	0,99	1,31	1,21
Emisije o umjetnosti i kulturi	Ar. sredina	**2,40**	**2,02**	**2,21**
	St. devijacija	0,89	1,08	1,01
Sport	Ar. sredina	**3,01**	**2,72**	**2,86**
	St. devijacija	1,22	1,42	1,33

[234] U pitanju su bili Elektrotehnička i prometna škola Osijek (43 učenika), II. gimnazija Osijek (92 učenika), Škola primijenjene umjetnosti i dizajna Osijek (35 učenika), Srednja škola Valpovo (224 učenika) i Srednja škola 'Stjepan Ivšić' Orahovica (106 učenika).
[235] U dva slučaja osoba koja je popunjavala upitnik nije navela spol.

Humoristične serije	Ar. sredina	**4,62**	**4,08**	**4,35**
	St. devijacija	0,59	1,18	0,97
Domaće dramske serije	Ar. sredina	**3,43**	**1,82**	**2,62**
	St. devijacija	0,94	0,92	1,23
Strane dramske serije	Ar. sredina	**3,51**	**2,11**	**2,81**
	St. devijacija	0,85	1,07	1,19

Rezultati klaster analize na muškim ispitanicima prikazani su u Tablici 2. Ovi rezultati također pokazuju dvoklastersko rješenje, pri čemu pripadnici drugog klastera statistički značajno više konzumiraju sve vrste televizijskih sadržaja od pripadnika prvoga klastera. Pri tome pojedini sadržaji, poput emisija o umjetnosti i kulturi te domaćih i stranih dramskih serija statistički značajno ne odvajaju pripadnike dvaju klastera, dok je to slučaj kod ostalih sadržaja.

Tablica 2. Klaster analiza konzumacije televizijskih sadržaja – muški ispitanici

		Klaster		
		1	2	Kombinirano
Informativni program i vijesti	Ar. sredina	**2,75**	**3,82**	**3,24**
		1,20	0,70	1,13
Filmski program (igrani filmovi)	Ar. sredina	**3,45**	**4,52**	**3,94**
	St. devijacija	1,16	0,61	1,11
Televizijske serije – 'sapunice'	Ar. sredina	**1,47**	**2,05**	**1,74**
	St. devijacija	0,94	1,36	1,18
Kriminalističke i detektivske serije	Ar. sredina	**3,27**	**4,26**	**3,73**
	St. devijacija	1,34	0,84	1,24
Dokumentarni filmovi	Ar. sredina	**3,46**	**3,87**	**3,65**
	St. devijacija	1,29	1,07	1,21
Emisije o umjetnosti i kulturi	Ar. sredina	**2,14**	**2,18**	**2,16**
	St. devijacija	1,13	1,10	1,12
Sport	Ar. sredina	**3,13**	**4,57**	**3,79**
	St. devijacija	1,38	0,68	1,32
Humoristične serije	Ar. sredina	**3,86**	**4,74**	**4,27**
	St. devijacija	1,11	0,50	0,98
Domaće dramske serije	Ar. sredina	**2,59**	**2,88**	**2,72**
	St. devijacija	1,29	1,31	1,30
Strane dramske serije	Ar. sredina	**2,53**	**2,66**	**2,59**
	St. devijacija	1,30	1,29	1,30

Kako bi se provjerila druga hipoteza postavljena u ovome radu, čestice su podvrgnute faktorskoj analizi, tj. analizi glavnih komponenti s Kaiserovom normalizacijom[236]. Inicijalna solucija rotirana je varimax rotacijom, a izlučena su četiri faktora koji su zajednički protumačili 59,95% varijance. Na prvom faktoru visoko opterećenje imaju dokumentarni filmovi, domaća dramska serija te emisije o umjetnosti i kulturi, a ovaj se faktor stoga može nazvati *preferencija highbrow sadržaja*. Drugi se faktor odnosi na *preferiranje filmskog i serijskog programa*, a treći na *preferiranje dramskog programa* (domaće i strane dramske serije te 'sapunice'). Četvrti se faktor odnosi na učestalo gledanje informativnog programa i sporta pa se stoga može nazvati faktorom *preferiranja aktualnih događaja*.

Tablica 3. Faktorska analiza tvrdnji vezanih uz učestalost konzumiranja pojedinih televizijskih sadržaja

Sadržaj	Faktor 1	Faktor 2	Faktor 3	Faktor 4
Informativni program i vijesti	0,10	0,30	0,17	**0,59**
Filmski program (igrani filmovi)	0,01	**0,73**	0,08	0,14
Televizijske serije – 'sapunice'	-0,20	0,14	**0,78**	-0,07
Kriminalističke i detektivske serije	0,15	**0,71**	0,05	-,012
Dokumentarni filmovi	**0,78**	0,22	-0,19	0,09
Emisije o umjetnosti i kulturi	**0,80**	-0,06	0,11	0,03
Sport	-0,03	-0,03	-0,06	**0,86**
Humoristične serije	0,00	**0,66**	0,01	0,16
Domaće dramske serije	**0,57**	0,09	**0,49**	-0,09
Strane dramske serije	0,30	-0,04	**0,65**	0,27

Napomena: Čestice s faktorskim opterećenjem većim od 0,4 otisnute su debljim slovima.

Kako bi se provjerilo utječu li preferencije pojedinih televizijskih sadržaja na visinu školskih ocjena, napravljena je hijerarhijska regresijska analiza. U prvom su koraku u model kao prediktorske varijable uvršteni demografske varijable (spol, obrazovanje oca i majke) te vrsta srednje škole koju učenik pohađa, dok su u drugom modelu kao prediktorske varijable uvršteni i ukupna količina gledanja televizije te učestalost konzumiranja pojedinih televizijskih sadržaja.[237] Pri tome su stupanj obrazovanja oca i majke, odnosno vrsta srednje škole koju učenik pohađa pretvoreni u niz dihotomnih ('dummy') varijabli[238]. Kao referentne kategorije postavljeni su osnovnoškolsko obrazovanje oca i osnovnoškolsko obrazovanje majke te pohađanje trogodišnje strukovne škole. Rezultati su prikazani u Tablici 4.

Tablica 4. Hijerarhijska regresijska analiza s prosjekom školskih ocjena kao kriterijskom varijablom

	Model 1		Model 2	
	B	β	B	β
Konstanta	3,60	-	3,60	-
Spol	-0,19**	-0,16	-0,22***	-0,18
Obrazovanje oca				
Fakultet	0,14	0,10	0,13	0,09
Srednja škola	0,13	0,10	0,11	0,09
Osnovna škola	0	0	0	0
Obrazovanje majke				
Fakultet	-0,02	-0,02	-0,03	-0,02
Srednja škola	-0,02	-0,01	-0,02	-0,01
Osnovna škola				
Vrsta škole				
Četverogodišnja strukovna	0,18*	0,15	0,18*	0,14
Gimnazija	0,47***	0,36	0,46***	0,35
Umjetnička	0,39***	0,17	0,33**	0,14
Trogodišnja strukovna	0	0	0	0
Količina gledanja televizije			0,01	0,07
Highbrow sadržaji			0,07**	0,12
Filmski i serijski program			-0,02	-0,03
Dramske serije			-0,00	-0,01

[236] Kaiser-Meyer-Olkinova mjera adekvatnosti uzorkovanja iznosila je 0,65, a Bartlettov test sferičnosti bio je statistički značajan. Time je potvrđena opravdanost faktorizacije navedenih tvrdnji.

[237] Deskriptivna statistika ovih varijabli ovdje nije prikazana zbog ograničenog prostora, no dostupna je na zahtjev.

[238] Iako se ordinalne varijable ponekad uvrštavaju u regresijske modele kao da su intervalne varijable, u ovom je slučaju, zbog manjeg broja kategorija i izrazitog odstupanja varijabli od normalne raspodjele, preporučljivije bilo ordinalne varijable kodirati kao niz *dummy* varijabli (o tome više u: Gordon, 2010: 197-247).

Tekući događaji		-0,01	-0,02
	R=0,38	R=0,40	
	R^2=0,14	$R^{2=}$0,17	
	Korigirani $R^{2=}$0,13	Korigirani $R^{2=}$0,15	
		ΔR^2=0,03*	

Napomena: * p≤0,05; ** p≤0,01; *** p≤0,001

Prvi model pokazuje da se kao statistički značajni prediktori pojavlju spol te vrsta škole. Naime, djevojke imaju bolji prosjek ocjena u odnosu na dječake, dok je prosjek ocjena u ostalim vrstama srednjih škola bolji u usporedbi s učenicima koji pohađaju trogodišnje strukovne škole[239]. Varijable obrazovanja oca i obrazovanja majke nisu se pokazali kao statistički značajni prediktori. U drugom modelu sve statistički značajne varijable iz prvog modela ostaju takve, dok se kao statistički značajan prediktor prosjeka školskih ocjena pokazuje samo konzumiranje highbrow televizijskih sadržaja. Nakon toga je ista vrsta analize ponovljena s ocjenom iz hrvatskog jezika i književnosti, odnosno matematike kao kriterijskim (zavisnim) varijablama. Rezultati ovih analiza pokazuju da deomografske varijable koje su bile statistički značajni prediktori u modelu s prosjekom ocjena kao kriterijskom varijablom ostaju statistički značajni i u ovom modelu. Međutim, konzumacija highbrow televizijskih sadržaja, kao i konzumacija ostalih vrsta sadržaja, nije statistički značajan prediktor ocjene iz hrvatskog jezika i književnosti i matematike[240].

4. RASPRAVA

Rezultati potvrđuju da se sustav kulturne stratifikacije kada je u pitanju konzumacija televizijskih sadržaja među srednjoškolcima u ovom istraživanju uklapa u hipotezu kulturalne svestranosti, čime se potvrđuje prva hipoteza ovoga rada. Naime, klaster analize pokazale su da se ne može govoriti o oštroj odvojenosti konzumacije highbrow i lowbrow sadržaja, nego o postojanju dvije grupe s različitom učestalošću konzumacije *gotovo svih* televizijskih sadržaja. Drugim riječima, i kod ženskih i kod muških ispitanika utvrđena je jedna skupina konzumenata koji se ponašaju kao ´kulturni svejedi´ koji mogu konzumirati kulturne proizvode različite razine sofisticiranosti, i druga skupina onih koji većinom manje preferiraju odnosno gledaju sve televizijske sadržaje. U tom smislu, možemo reći da je ovakav model potvrđen jer ne postoji oštra razlikovna linija između tipova televizijskog sadržaja, već se oni više ili manje konzumiraju neovisno o svojoj 'visokoj'/ 'niskoj' poziciji. Ovakav rezultat potvrđuju neka istraživanja različitih kulturnih polja kao što je primjerice glazbeni ukus (Peterson i Kern, 1996) i konzumacija različitih kulturnih sadržaja (Warde, Wright i Gayo-Cal, 2007). S druge strane, istraživanja nekim drugim kulturalnim poljima kao što je televizijska komedija (Claessens i Dhoest, 2010; Friedman, 2011; Friedman i Kuipers, 2013; Kuipers, 2006), odnosno film (Barnett i Allen, 2000) donose drukčije zaključke i djelomično potvrđuju klasični model kulturnog kapitala. Ovaj je model testiran i u medijskom području pa tako i u području televizijskog emitiranja. Gayo-Cal, Savage i Warde (2006) pokazali da televizija ima značajnu ulogu u osiguravanju nekih točaka kulturnog približavanja, ali da izbor TV programa i televizijski žanrovi ne pridonose jasnoj podjeli odnosno razlikovanju na highbrow i lowbrow ispitanike, već da u tom segmentu jedino vrijeme utrošeno na gledanje televizije pridonosi razlikovanju životnih stilova. S druge strane, Lizardo i Skiles (2009) ističu da se teza o kulturnoj svestranosti konzumenata televizijskog sadržaja pokazala važećom samo u slučaju zemalja s karakterističnim komercijalnim i prihodima usmjerenim televizijskim postajama.

Dobivena potvrda kulturalne svestranosti u televizijskom polju može biti protumačena na različite načine i na različitim razinama. Prije svega, televizijsko je gledanje često individualan čin i obiteljska socijalizacija različite klasne pozadine iz tih razloga vjerojatno ne vrši osobito jak utjecaj na obrasce konzumiranja televizijskih sadržaja kod djece i mladih. Zatim, konzumiranje različitih televizijskih sadržaja može imati pozitivnu komunikacijsku funkciju koju i inače može imati konzumiranje različitih kulturalnih formi. Ova funkcija može biti osobito važna kod srednjoškolske populacije kod koje mogućnost uklapanja u društva s različitim ukusima i interesima može imati za mladog pojedinca. Stoga poznavanje pojedinih sadržaja može olakšavati komunikaciju i povećati prestiž unutar vršnjačke skupine. Rušenje klasnih barijera, društvena pokretljivost i povećana osjetljivost i tolerancija za različitost u kulturnim ukusima obilježavaju postindustrijsko društvo te mogućnost komuniciranja s kulturalno različitima pruža jasne prednosti u svakodnevnoj društvenoj interakciji (Peterson i Kern, 1996).

S druge strane, kako je vidljivo iz tablica u kojima su prikazane klaster-analize, čak i oni učenici koji intenzivnije konzumiraju sve televizijske sadržaje rjeđe konzumiraju sadržaje koje možemo označiti kao prestižnije, highbrow sadržaje[241]. Ovakav nalaz naizgled je u suprotnosti s rezultatima drugih istraživanja (npr.

[239] Kako je napomenuto, trogodišnje srednje škole u analizu su uvrštene kao referentna skupina.
[240] Ovi rezultati nisu prikazani u radu zbog ograničenog prostora, no dostupni su na zahtjev.
[241] Do sličnog se zaključka dođe i ako se izračunaju korelacije između ukupnog konzumiranja televizijskih sadržaja i konzumiranja pojedinih sadržaja. Kulturalno svestrani, u našem slučaju oni koji konzumiraju najveći ukupni broj sadržaja, ništa češće ne konzumiraju highbrow

Peterson i Kern 1996; Warde, Wright i Gayo-Cal, 2007) po kojima kulturalno svestrani pojedinci češće konzumiraju highbrow sadržaje u usporedbi s drugim vrstama kulturalnih sadržaja. Objašnjenje ove diskrepancije može se pronaći u specifičnostima naše populacije. Naime, srednjoškolci su mladi, a njihovo formalno obrazovanje te stjecanje znanja i kompetencija potrebnih za konzumaciju zahtjevnijih sadržaja još nije dovršeno. Naime, konzumacija highbrow kulturalnih sadržaja općenito raste s dobi (Peterson i Kern, 1996; Warde, Wright i Gayo-Cal, 2007).

Kako bi se odgovorilo na pitanje može li konzumacija medija (televizijskih sadržaja) djelovati kao izvor društvenih distinkcija, odnosno testirala druga hipoteza ovoga rada, pokušalo se utvrditi je li konzumiranje pojedinih televizijskih sadržaja povezano s obrazovnim uspjehom, tj. školskim ocjenama. Pri tome se potvrdilo da postoji određena hijerarhizacija sadržaja, odnosno da je donekle moguće utvrditi highbrow sadržaje, iako je hijerahizacija nepotpuna i ne poklapa se s klasičnom podjelom na highbrow, middlebrow i lowbrow sadržaje. Rezultati naše faktorske analize drukčiji su od rezultata koje je dobio Bennett (2006a) i koji pokazuju jasnu odvojenost i različiti legitimitet žanrova među televizijskom publikom. Tako su po Bennettu nisko legitimirani žanrovi sapunice, reality TV, kvizovi i igre i razni chat emisije. Visoko legitimirani žanrovi su umjetnički programimi te drame, vijesti, aktualni događaji i dokumentarci. Kao žanrovi srednjeg legitimiteta ističu se komedije/sitkomi, sport, policijske emisije, filmovi, emisije za kuću. Djelomično poklapanje među našim i Bennettovim istraživanjem svakako postoji, posebice u smislu faktora kojeg smo nazvali *preferencija highbrow sadržaja*, u okviru koje ispitanici koji češće gledaju dokumentarne filmove, češće gledaju i domaće dramske serije kao i emisije o umjetnosti i kulturi. Druga se skupina ističe po *preferiranju filmskog i serijskog programa.* Konkretnije, ukus ove grupe visoko korelira sa sadržajima kao što su filmski program, kriminalističke i humoristične serije gdje se možda i može reći da ovaj ukus u jednom mjeri odgovara Bennettovoj skupini žanrova srednjeg (middlebrow) legitimiteta. Treći se faktor odnosi na učestalo gledanje i preferiranje *dramskog programa* u kojeg pripadaju domaće i strane dramske serije te 'sapunice'. No, ova se skupina samo na temelju visoke korelacije sa sapunicama može nazivati skupinom koja preferira žanrove niskog legitimiteta, odnosno lowbrow sadržaje. Razlog tomu može biti i pretpostavka da su možda ispitanici koji su ocjenjivali dramske serije razmišljali o različito zahtjevnim i kompliciranim serijama gdje je onda i mogućnost dekodiranja različita (npr. dramska serija *The Simpsons* u odnosu na *Punu kuću).* S obzirom da ukus četvrte skupine visoko korelira sa sadržajima kao što su informativni program (vijesti, dnevnici i sl.) i sport, ovaj se faktor nazvao *preferiranje aktualnih događaja*, iako sudeći po mnogim autorima (Bennet, 2006; Lizardo i Skiles, 2009) informativni program odnosno vijesti koreliraju s visokim highbrow statusom. Kako ističu Peterson i Kern (1996), kulturalna svestranost ne mora nužno značiti jednako sviđanje u odnosu na sve kulturalne forme ili žanrove[242], nego tek otvorenost prema njihovom kritičkog procjenjivanju. Tako je sasvim moguće da se u našem slučaju pojedini televizijski sadržaji dekodiraju na različitim razinama od strane učenika s različitim količinama kulturnog kapitala. Drukčije rečeno, konzumacija istih sadržaja, a možda čak i iskazivanje jednake količine sviđanja, može značiti sasvim drukčiju motivaciju za konzumiranje pojedinog sadržaja, odnosno različiti estetsko-kritički odnos prema pojedinom sadržaju. Kako su ustanovili Warde, Wright i Gayo-Cal (2007) u svojoj analizi podataka o kulturnoj participaciji u Velikoj Britaniji, kulturalno svestrani pojedinci ni u kojem slučaju nisu potpuni relativisti kada je u pitanju inherentna vrijednost pojedinih kulturalnih proizvoda i mogućnost da tu vrijednost utvrde pojedinci s višom razinom znanja i kultiviranim ukusom, iako su svjesni poteškoća u postavljanju objektivnih standarda prosudbe ovih vrijednosti u današnjem svijetu.

Imajući to sve u vidu, rezultati istraživanja ipak pokazuju da je konzumiranje highbrow sadržaja povezano sa školskim ocjenama, dok kod konzumiranja drugih sadržaja nije utvrđena statistički značajna povezanost. Činjenica da je konzumacija highbrow televizijskih sadržaja povezana s općim prosjekom ocjena, a ne s ocjenama iz hrvatskog jezika i književnosti te matematike, također pokazuje da se prednosti konzumacije ovog tipa sadržaja u školskom sustavu ne nalaze u čimbenicima nastavničke selekcije i samoselekcije (Wildhagen, 2009). Naime, prema hipotezi nastavničke selekcije, nastavnici stvaraju povoljnije mišljenje o učenicima s većom količinom kulturnog kapitala te ih posljedično nagrađuju boljim školskim ocjenama. Prema hipotezi samoselekcije, učenici s nižom količinom kulturnog kapitala ne osjećaju se dobrodošlo u školi jer su nastavni sadržaji i način komunikacije zasnovani na visokom kulturnom kapitalu, te stoga pokazuju niži stupanj motivacije koji dovodi do slabijeg školskog uspjeha. Ako bi ove hipoteze bile točne, utjecaj medijskog kulturnog kapitala u ovome istraživanju trebao bi biti izražen i u predikciji ocjena iz hrvatskog jezika i književnosti i u predikciji ocjena iz matematike, iako bi se moglo pretpostaviti da bi utjecaj na ocjene iz matematike bio manje izražen. Stoga se vjerojatno objašnjenje povezanosti konzumacije highbrow sadržaja s općim uspjehom može pronaći u povezanosti ovih sadržaja s ocjenama iz društveno-humanističkih predmeta (filozofija, sociologija, povijest, zemljopis, glazbena i likovna umjetnost, politika i gospodarstvo). Dakle, konzumacija highbrow televizijskih sadržaja omogućava stjecanje znanja potrebnih za dobru ocjenu u ovim predmetima, bilo kroz

televizijske sadržaje u usporedbi s ostalim sadržajima. Dakle, kulturalna svestranost u ovome smislu ne znači disproporcionalnu sklonost konzumiranju highbrow sadržaja, kako je to utvrđeno u gore spomenutim istraživanjima.

[242] U njihovoj formulaciji, kulturalna je svestranost zapravo elitna svestranost (eng. *highbrow omnivorousness*), a ovi je autori mjere brojem lowbrow i middlebrow glazbenih žanrova koji se sviđaju highbrow pojedincima.

stjecanje znanja izravno povezanog sa sadržajima koji se uče i ispitivanjem provjeravaju, bilo kroz ostavljanje povoljnijeg dojma na nastavnike koji predaju te predmete. Dakle, možda se može govoriti o selekcijskom učinku vezanom uz nastavnike, ali vrlo ograničenom.

Kada su u pitanju druge varijable koje su korištene kao prediktori u regresijskoj analizi, može se uočiti značajna povezanost spola i školskih ocjena. Uočeno je da učenice češće konzumiraju highbrow sadržaje, ali i da češće imaju veći obrazovni uspjeh. Kako ističu Jukić i Dedić (2010), pokazuje se da djevojčice od vrtića do visokoškolske razine postižu viša obrazovna postignuća iskazana školskim ocjenama, dok u slučajevima kada je obrazovno postignuće iskazano rezultatom na vanjskom vrednovanju spolne razlike ovise o ispitivanom području i dobi učenika (Duckworth i Seligman, 2006, navedeno u Jokić i Dedić, 2010).

S druge strane, nepostojanje povezanosti stupnja obrazovanja roditelja i školskih ocjena nikako se ne može tumačiti kao nepostojanje veze između obrazovnog uspjeha i stupnja obrazovanja (i općenito društvenog statusa) roditelja. Naime, ova povezanost utvrđena je u mnogim istraživanjima u kojima su korišteni različiti indikatori, uključujući i onima provedenim u Hrvatskoj (npr. Pavić i Vukelić 2009; Burušić, Babarović i Marković, 2010). I ovo istraživanje potvrđuje da djeca obrazovanijih roditelja značajno češće upisuju gimnazije, a znatno rjeđe strukovne škole, osobito one trogodišnje koje imaju manju propusnost prema visokom obrazovanju. Stoga rezultati istraživanja samo pokazuju da stupanj obrazovanja roditelja nije povezan sa školskim ocjenama unutar pojedinih vrsta škola, odnosno da obrazovanje roditelja nema utjecaj na školske ocjene kada je dijete već upisalo određenu vrstu škole, a nikako da obrazovanje roditelja nije povezano s različitom vjerojatnošću upisivanja određene vrste škole, a time i s vjerojatnošću završavanja visokog obrazovanja.

5. ZAKLJUČAK

Rezultati našeg istraživanja, iako dobiveni na ograničenom uzorku i specifičnoj populaciji, potvrđuju hipotezu kulturalne svestranosti na području televizijskog medijskog polja. Također, iako čestice iz upitnika nisu jasno strukturirane u skladu s hijerarhijom televizijskih žanrova utvrđenom u drugim istraživanjima, istraživanjem je utvrđena mala, ali statistički značajna povezanost konzumacije visoko legitmnih televizijskih sadržaja i školskih ocjena. U svakom slučaju, rezultati ovoga istraživanja upućuju na daljnu potrebu istraživanja medijskog kulturnog kapitala, kako zbog mnogih teorijskih nedoumica i međusobno suprotstavljenih istraživačkih rezultata, tako i zbog nepostojanja takvih istraživanja u Hrvatskoj.

S obzirom na to da je preferencija prema pojedinim televizijskim sadržajima ispitivana generički, odnosno navođenjem njihovih naziva, moguće je da je neodređenost pojedinih sadržaja i njihovo različito shvaćanje od strane srednjoškolaca onemogućilo utvrđivanje različitosti u njihovoj konzumaciji. Zbog ograničenosti prostora, konzumacija pojedinih sadržaja nije ispitivana pomoću navođenja konkretnih televizijskih emisija i istraživanja učestalosti njihove konzumacije od strane sudionika istraživanja. Iako su pojedine emisije u upitniku navedene kao ilustracija pojedinih vrsta sadržaja, istraživanje učestalosti konzumacije ili preferencije konkretnih emisija možda bi otkrilo značajne različitosti u shvaćanju pojedinih sadržaja. Primjerice, možda bi ovako postavljen upitnik otkrio da se sadržaj nazvan 'domaće dramske serije' zapravo sastoji od dvije ili više skupina serija različite razine sofisticiranosti i pretpostavljene potrebne količine kulturnog kapitala potrebnog za njihovu konzumaciju odnosno za mogućnosti dekodiranja značenja sadržanih u njima. Ovakvu mogućnost potvrđuju i rezultati u ovome radu navedenih istraživanja, a rezultati faktorske analize upućuju na takav zaključak i u ovom slučaju jer je navedena varijabla (domaće dramske serije) imala visoko opterećenje na dvama faktorima. Dodatno ograničenje ovog istraživanja predstavlja i veličina uzorka koja u nekim situacijama možda nije omogućila pronalaženje statistički značajnog efekta varijabli s manjom prediktorskom moći koja u stvarnosti možda postoji.

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THE CORRELATION OF RELIGION, CULTURE AND THE MEDIA AND THEIR EFFECT ON THE MODERN MAN

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Abstract
This paper analyses the results of research that show how Croatians perceive their neighbours the Slovenes. The research falls within the current realities of Croatia as an integral part of the wide European family. Using analysis and theoretical frameworks the paper seeks to describe and define the main characteristics of the influence of modern Western culture, the changes that are taking place in the field of culture, religion and the media, and how these changes affect and shape modern man. In regards to the social context a critical analysis is made of the relationship and complex nature of religion, culture and the media that depend on the complexity of each other and their relationships which are not unidirectional or uncompounded and meet in a variety of ways. What their nature is and how they interact, how they change and how they influence society in general is also observed. With the media it is manifest that they follow a religious logic and thereby become builders of a new culture. It can be seen that technical progress and the contemporary processes of modernization and materialization ignore questions about the meaning of life, the world and the spiritual dimension of man and leave a certain emptiness regarding the essence of human existence.

Keywords: media, culture, religion, modernity, existential vacuum

1. Uvod

U današnjem globaliziranom i tehnološki povezanom svijetu, naučiti živjeti društvenu, kulturološku, etničku, religioznu i drugu različitost jedan je od najvećih izazova suvremenog društva. Nužnost suživota s onima koji su različiti od nas poziva cjelokupno društvo na promišljanje i novu razinu razmišljanja i djelovanja. Način suživota u multikulturalnom društvu prožetom procesima globalizacije i europske integracije, nužno zahtijeva ostvarivanje dijaloga, međusobnoga prihvaćanja i poznavanja. Cilj ovog istraživanja jest uvidjeti kakvu perceptivnu sliku nose Hrvati spram Slovenaca te u skladu s rezultatima djelovati u cilju poboljšanja komunikacije, dijaloga i dobrosusjedskih odnosa. Glavni istraživački zadatak bio je doznati najučestalije stavove i mišljenja Hrvata o Slovencima budući da imaju kontinuirani neposredni kontakt. Prvom se hipotezom želi pokazati kako Hrvati Slovence doživljavaju kao radišne te uspješno integrirane u europsku modernu kulturu. U istraživačkom djelu obrađuju se podaci dobiveni anketiranjem 210 ispitanika. Istraživanje je provela agencija Media net d.o.o. iz Zagreba u razdoblju od 20. svibnja do 31. svibnja 2013. godine prema određenim varijablama: odnos prema radinosti, poslovnosti, disciplinirаnosti, prema strancima, kulturi, komunikativnosti, politici, koruptivnosti, Europi, religiji, sportu i medijima. Teoretski dio rada temelji se na literaturi s područja teorije medija i društva, znanstvenim člancima i crkvenim dokumentima. Temeljne istraživačke metode su anketa i analiza informacijskog sadržaja dobivenih odgovora ispitanika. Temeljna istraživačka metoda jest metoda ankete, a kao osnovni istraživački instrument odabran je skalirani upitnik. Analiza sadržaja interpretirat će dobivene rezultate, a prema deklariranim kategorijama istraživanja.
Prepoznajući i uvažavajući kulturnu različitost, multikulturalnost svojih članica Europska unija i njezine institucije promoviraju ideju interkulturalizma i posebice interkulturnoga dijaloga među povijesnim nacionalnim manjinama, ali i novim imigrantskim grupama, pa je Europski parlament proglasio 2008. godinom interkulturnoga dijaloga, promovirajući različite programe iz domene kulture, obrazovanja, religija, manjina, migracija, višejezičnosti i medija (European Commission, 2007: 3). Drugom hipotezom u radu se želi ukazati da je čovjek *homo religius* bez obzira na promjene i okolnosti suvremenog načina života, a trećom da modernitet utječe na suvremeni način djelovanja i življenja, a mediji pod njegovim utjecajem postaju kreatori medijski posredovane duhovnosti i nove kulturne stvarnosti koji mijenjaju svijest, savjest, mentalitet i duhovnost suvremenog čovjeka.

2. Pristup problemu: dobrosusjedska komunikacija u uvjetima integracije u Europskoj uniji

Ljudsko je društvo, osobito u posljednjem stoljeću, doživjelo korjenite promjene. Početak novog stoljeća, ne samo da se očekuje nešto novo, nego se mogu opaziti znaci da se ljudsko društvo nalazi pred globalnim

izazovima, zadacima i odgovornosti. Modernizacija, sekularizacija, pluralizam, globalizacija te ubrzani razvitak znanosti, genetike, medicine, suvremenih medija te nove informatičke tehnologije utječu na društvo u cjelini s naglaskom na racionalnosti, fragmentalnosti i individualizmu, te promjenom osobne svijesti i savjesti. Europski procesi, širenje sekularizacije i modernizacije zahvaćaju i Hrvatsku, ali sada puno- pravnu članicu Europske unije. Polazeći od socio-kulturalnih promjena uvjetovanih rastućom tehnološkom inventivnosti, koja u naše vrijeme uvodi brze i značajne promjene na svim područjima ljudskih aktivnosti, uočavamo kako socijalni i kulturalni procesi mijenjaju svijet. Naime, suočeni smo s pluralizmom novih kultura i subkultura, simbolima i stilovima života, novim oblicima duhovnih promjena i potreba, a sve te promijene izazivaju dublja promišljanja antropologa, kulturologa, teologa, sociologa, komunikologa te znanstvenika na drugim područjima djelovanja.
Pritom se postavlja i pitanje identiteta koje je vezano uz pripadnost određenoj kulturi i nacionalnosti. Izgradnja identiteta dugotrajan je proces koji traje desetljećima, pa čak i stoljećima, a Europska unija kao velika zajednica mnoštva malih identiteta postoji vrlo kratko. Europski identitet sastoji se od mnoštva malih nacionalnih identiteta. Postoji strah malih naroda da se u tom i takvom globalnom svijetu ne izgube i nestanu sa svojim vlastitim kulturnim identitetom i svime onime što ga obilježava. No, međutim, kroz povijest se pokazalo da „moderna svjetska kultura ne iskorjenjuje kulturne različitosti, već stvara egzistencijalne praznine, koji se može ispuniti jedino vraćanjem specifičnim oblicima kolektivnog identiteta i kulturne vezanosti“ (Mesić, 2006: 405). Vraćanje svojim korijenima te poznavanje vlastitog identiteta, ključ je razumijevanja, dijaloga, poštivanja i prihvaćanja tuđeg i različitog kao nečeg originalnog i vrijednog. Suživot u pluralnome društvu zahtijeva dijalog i komunikaciju kojima se pretpostavlja poznavanje različitosti. Suživot Hrvata i Slovenaca, dva mala susjedna naroda te upućenost ka interkulturalnoj komunikaciji treba voditi prema sve boljim dobrosusjedskim odnosima, pritom „postaje sve raširenija briga svih susjednih naroda u raznim sferama modernog života, posebno kulture, obrazovanja, gospodarstva, trgovine, poslovnog i zdravstvenog komuniciranja, tehnologije i globalnih međusobnih odnosa“ (Plenković, 1997: 267). S obzirom da je Hrvatski narod postao i integrirao se u veliku zajednicu Europskih naroda, bitno je uvidjeti kroz provođenje istraživanja i anketna pitanja kako jedan narod percipira drugi, a sve u svrhu poboljšanja komunikacije i međusobnog dijaloga. Dobrosusjedski odnosi, miran i skladan suživot zadatak je i odgovornost na svim razinama, od državnih tijela na najvišoj razini pa do lokalne razine.

3. Teoretske postavke i definiranje pojmova

Suživot u pluralnome društvu zahtijeva dijalog i komunikaciju kojima se pretpostavlja poznavanje različitosti. Ispravno uskladiti vlastiti identitet te ga odrediti u pozitivnom odnosu prema onome što je drugačije, zahtijeva dijalog koji se najprije mora htjeti, i to autentično i iskreno. Prazna retorika te svaka prisila na dijalog nužno vodi u konflikt i sukob. Zato je nužno razvijati kulturu dijaloga. Sam pojam kulture spada u iznimno široke pojmove, tako da imamo mnogo definicija za pojam kultura. Kultura dolazi od latinske riječi *colere* što znači obrađivati, njegovati te se ponajprije odnosila na zemlju i ratarstvo. Kulturu kao izrazito višeslojni i raznoliki fenomen možemo definirati na različite načine, a „prva znanstvena definicija kulture seže unatrag do engleskoga znanstvenika i antropologa Edwarda Burnetta Tylora. On je u antropologijskom djelu *Primitive Culture*, objavljenom davne 1871. dao sljedeću definiciju kulture: 'Kultura ili civilizacija složena je sveukupnost, totalitet koji obuhvaća spoznaju, vjerovanja, umjetnost, moral, pravo, običaje i bilo koju drugu sposobnost i naviku koju je stekao kao član nekoga društva'. U Tylorovoj definiciji kulture upravo pojam složenosti igra temeljnu ulogu, a samo nabrajanje kulturnih elemenata služi svrsi prepoznavanja sastavnica te složenosti“ (Matulić, 2008: 140). Različite su definicije kulture koje su se razvijale tijekom povijesti, od onih koje polaze od tradicionalno antropoloških shvaćanja u smislu statičkog, nepromjenljivog, sveobuhvatnog entiteta koji određuje neku zajednicu, pa sve do postmodernog pristupa koji kulturu promatra kao dinamičnu i promjenljivu. Kroz dulje razdoblje „kultura se zamišljala statički, kao nešto što je duboko ukorijenjeno u određeno tlo, dugotrajno i isključivo vezano za neku posebnu zajednicu. S radikalnim transformacijama koje je uveo kolonijalizam, a ubrzala globalizacija, takvo se gledište našlo u krizi. Tehnološki napredak u komunikacijama, nezaustavljivi protok simboličkih oblika preko granica i međunarodne migracije promijenili su odnos ljudi prema prostoru. Nije više nužno da je čovjek fizički prisutan na prostoru neke zajednice da bi na nju imao značajan utjecaj“ (Mesić, 2007:169).
Uslijed sve većeg razvoja novih tehnologija i masovnih medija koji su pospješili razvoj kulturalne industrije, nužno je ukazati na suodnos i definiranje pojmova kulture, religije i medija. Naime, „kao posljedica, osamdesetih godina 20. stoljeća počinje se razvijati nova i autonomna disciplina po imenu *Media-Religion-Culture* koja u samo središte istraživanja stavlja kompleksan, u isto vrijeme značajan odnos između medija, religije i kulture. Radi se o godinama u kojima interes za eksplicitnu religioznost u globaliziranome zapadnom svijetu opada, međutim, istovremeno, javlja se svijest da je upravo religija postala središnjom jezgrom u ekonomskom društveno-kulturalnim poslovima zapadnog društva. I dok s jedne strane religioznost postaje fenomenom koji se sve više gura u sferu privatnoga, budući da sve više biva odvojena od institucionalne religioznosti, s druge strane, počinje dobivati na javnome značenju jer rabi kulturalnu industriju i rabljena je unutar nje“ (Sever, 2003:31).

Korjenite promjene u današnjoj kulturi, njena višeslojna i kompleksna stvarnost otkriva da su u „neraskidivu savezništvu sa suvremenom znanstveno-tehničkom civilizacijom“ (Matulić, 2008:28). Kulturalni položaj suvremenog čovjeka u današnjem svijetu, izloženog dubokim društvenim, psihološkim, moralnim i vjerskim promjenama koje izazivaju duboku neuravnoteženost u življenom procjepu na sveto i profano, u čovjeku današnjice nastanjuje se nesigurnost, ne samo po pitanju smjera u kojem se kreće razvoj svijeta, nego i po pitanju vlastitog identiteta i postojanosti. Bez obzira na mnoge promjene te uza svu kompleksnost društva i najnovija dostignuća, na početku novog tisućljeća, zamjećuje se pojačano zanimanje za religiju i religiozne prakse.
Religija dolazi od latinske riječi *religare,* što znači privezati, ponovno izabrati, ponovno čitati. Sustav je uvjerenja i bogoštovlja neke zajednice koja ima svoja vjerovanja i obrede (Enciklopedijski priručnik, 1991:425). Religija je prisutna u svim stadijima čovjekova pretpovijesnog i povijesnog razvoja, zato je bitno uočiti da „kada se govori o religiji, očito je da se ne može govoriti o nekoj apstraktnoj religiji, već o stvarnoj, povijesnoj, o onoj koja je kronološki i geografski uočljiva. Religija postoji uvijek na utjelovljen i konkretan način. Ako se uistinu želi razumjeti i shvatiti religija, uvijek ju je potrebno promatrati kroz njezina konkretna povijesna ostvarenja. Samo dolazeći u kontakt s konkretnim vrednotama koje promiče, upoznavajući jezik kojim se izražava, njezine obrede, svete knjige, upoznavajući ljude koji joj pripadaju, samo tako može se shvatiti i kritički postaviti prema njoj“ (Razum, 2008:189). O religiji govorimo uvijek u pluralu, pa tako razlikujemo monoteističke i politeističke religije. Među raznim oblicima pojavnog religioznog ponašanja karakterističnog za sve religije, posebno se ističu molitva, obred i žrtva. Korijene religioznosti uočavamo svaki put kada se netko pita o razlogu i smislu svojega postojanja. Sekularizacija koja je povećala laicizaciju i dovela do opadanja vjerničke prakse, nije smanjila religioznost čovjeka jer čovjek se ne prestaje pitati o smislu i vrijednosti vlastite egzistencije. Pojačano zanimanje za religiju postoji zbog više razloga. Primjerice, opstojnost unatoč modernitetu i drugim društvenim strujanjima koja joj nisu bila naklonjena, pojačano zanimanje zbog bujanja mnogih religioznih skupina i pokreta. Tržište religioznih ponuda temelji se na ponudi i promicanju preko sredstava društvenog priopćavanja, odnosno preko svih dostupnih medija.
Kada govorimo o medijima, bitno je uočiti da se religija, kultura i mediji odnose jedno prema drugome na različitim razinama i susreću na različit način. Složena narav tih odnosa ponajprije ovisi o kompleksnosti svakoga, te njihovim odnosima koji nisu ni jednosmjerni ni jednosložni. Mediji su djelo ljudskoga uma, po sebi korisni, povezuju ljude, pomažu rješavanju problema, šire pismenost i znanje, informiraju, formiraju, kritička su svijest društva. U načelu kao i svako drugo sredstvo, predstavljaju vrednote i služe afirmaciji cijelog niza vrednota, no međutim mogu te vrednote ugroziti te tako djelovati štetno. Mediji oblikuju kulturu, način razmišljanja i djelovanja. Danas uočavamo kod medija religioznu podlogu. Mediji (masovni) kroz znak i ritualnost uspijevaju graditi svoju religioznost na razini komunikacije po želji, a oni, koji posjeduju te iste medije, posjeduju moć kontrole i provode svoje idejne programe prema vlastitim ciljevima.
Kad promatramo odnose između masovnih medija i društvenih promjena, ne postavlja se samo pitanje mogu li mediji potaknuti socijalne promjene u društvu, nego i da li su osim toga ili umjesto toga oni rezultat društvenih promjena (Kunzick, Zipfel, 2006:43). Društvo koje se organizira i sporazumijeva kroz medije, nazivamo medijskim društvom, slobodno se može ustvrditi da svijet razumije onaj koji razumije medije. Međutim, kako čovjek razumije medije, dobrim djelom ovisi o tome što čovjek opaža kao odlučujuće faktore, kroz koje svijet postaje ono što jest (Bauer, 2007:7). Da bi čovjek mogao definirati današnje društvo, mora prepoznavati znakove vremena i karakteristike društva koje nas okružuju i u kojima djelujemo. Te promjene odnose se ne samo na tehnologiju i materiju, nego ponajprije na promjenu ljudske svijesti samog čovjeka. Bitno obilježje suvremenog čovjeka je individualizam i fragmentizam na gotovo svim područjima njegova djelovanja.

3.1. Utjecaj moderniteta na kulturu i religiju

Ono što bitno obilježava suvremeno društvo jest brzina i korjenite promjene u svim sferama društvenog života. Stvarnost obilježena kao društvo informacija i medijske kulture, prožeta je uočenim promjenama života čovjeka koji je nekada bio uokviren određenom kulturom, religijom, običajima, stalno prisutnom tradicijom, djelotvornim moralnim pravilima, prepoznatljivim problemima i zadanim ciljevima. Nedostatak je sveobuhvatnog konteksta, jasnih pravila i vrijednosti, moderna kultura zapadnog tipa u svim dijelovima svijeta u kojima se razvila, preplavljena potrebom za brzim rješenjima, a pritom se bitno uočava nedostatak smisla u društvu koje karakterizira materijalizam, probitačnost, usredotočenost na sebe i manjak predanosti.
Modernizacija kao proizvod bujanja golemog znanstvenog i tehničkog znanja od 18. stoljeća pa sve do danas, omogućuje čovjeku da oblikuje, upravlja i gospodari svijetom. Modernitet koji je zahvatio razvijene zemlje ostavio je za sobom duboke društvene i kulturne promijene. Uočljiva je razlika u oblicima, tradiciji, načinu i stupnju religioznosti u visoko razvijenim zemljama zapadne Europe u odnosu na postkomunističke zemlje, kakve su primjerice Hrvatska i Slovenija. Kultura tradicije u opreci je sa zapadnom modernom kulturom, određenom zaboravom sjećanja i prekidom s prošlošću i tradicijom. Ne ulazeći u dublju povijesnu problematiku koja je kompleksna i široka, ipak valja ukazati da korijeni svih razlika sežu daleko još u 16. stoljeće, kada reformacija dijeli kršćanski svijet i stvara dotad nepostojeće razlike unutar europskoga kontinenta. Pitanje koja religijska strana zastupa istinu, ostalo je do danas aktualno kroz različita svjetonazorska promišljanja. Religijska

podjela u Europi prouzrokovala je vjerske ratove u 17. stoljeću koji su u konačnici doveli do pojave neutralnosti i sekularnosti države. Procvatom ateizma u Europi nakon francuske revolucije, novovjekovnih filozofija prosvjetiteljstva, nastupa vrijeme svjetovnoga, koje u praksi iz društva nastoji udaljiti ne samo kršćanske, nego i sve ostale religijske oblike života, vrijednosti i prakse. Nastupa kriza religioznosti, slabljenje vjere te njezino svođenje na subjektivno te potiskivanje u intimnu sferu privatnosti. Tehnički progres te suvremeni procesi modernizacije i materijalizacije, zanemaruju pitanja smisla života, svijeta i duhovne dimenzije čovjeka te ostavljaju stanovitu prazninu smislene ljudske egzistencije. Osim društvenih, na djelu su psihološke, moralne i vjerske promjene. Duboka egzistencijalna pitanja koja muče današnjeg čovjeka, otkrivaju kako je on duboko podijeljen u sebi. Društvene promjene i kriza zapadne civilizacije kojoj je posljedica podjela i rascjep na sveto i profano te crkveni faktori promijene u kojima se primjećuje kriza vjere i religioznog identiteta.

Snažan val modernizma donosi promjene, a važno je uočiti da „modernizam inače izrasta iz suvremena tla naglih promjena u svijetu, od kojih valja izdvojiti nekoliko najvažnijih: nepreglednost i složenost modernog društva; pluralizam i diferencijacija; samostalnost različitih područja ljudske djelatnosti; opća racionalizacija života; porast vrijednosti osobne slobode. Zahvaljujući upravo tom zadnjem obilježju moderniteta, danas je na djelu individualistički obrat i kolektivistički poraz“ (Jukić, 1996:132). Plodno tlo valu modernizma daje brz razvoj tehnologije i sredstava društvenog priopćavanja, što donosi velike promjene: „materijalna civilizacija, koja danas ima točno određeno ime – znanstveno-tehnička civilizacija – proizvod je svijesti, savjesti, mentaliteta i duhovnosti moderne kulture. No, u suvremenom, tj. postmodernom dobu mudrije i razboritije analize stanja znanstveno-tehničke civilizacije i situacije društvenoga napretka otkrivaju da je moderna kultura položena na krvavi žrtvenik moderne civilizacije, tj. znanstveno-tehničke civilizacije, činjenica koja postaje razvidna iz potpune fragmentacije društva i znanosti. Ta se fragmentacija, međutim, najprije dogodila na antropološkoj razini“ (Matulić, 2008:103).

Temeljna odrednica modernog doba jest individualizacija, gdje vlastito ja ima prednost ispred svih tradicija i institucija, to je „ponajprije njezin kritički i u biti ambivalentni (podvojen) odnos prema svim društvenim institucijama, pa dakle i prema Crkvi. Naime, moderni se čovjek povlači sve jače u sferu privatnosti, u kojoj želi postići svoju željenu sreću, a institucije smatra isključivo društvenim instancama u službi ispunjenja i zadovoljenja svojih životnih potreba. Sukladno tome, on ni Crkvu ne shvaća toliko u njezinom teološkom značenju kao zajednicu i prostor vjere nego ponajprije pod vidom javne, globalne institucije za ispunjavanje religioznih potreba“ (Ančić, 1999:103). Crkva shvaćena kao jedno od mnogih područja unutar društvenog života, za mnoge postaje „samo servisna ustanova nadležna za posljednja pitanja ili pak uslužno poduzeće za uljepšavanje važnih trenutaka života“ (Lehmann, 1998:16).

Istraživanje o stanju Crkve u zemljama njemačkog govornog područja na Švicarskom pastoralnom institutu pod naslovom „Vezanost uz Crkvu“, 1981., sadržava pregled rezultata ispitivanja javnog mnijenja. Iz dobivenih „podataka može se zaključiti da se potreba za Crkvom posebice iskazuje na tri područja: Članovi Crkve najizrazitije i najstabilnije iskazuju potrebu za Crkvom kod obreda poveznih uz tzv. životne obrate, dakle uz vjenčanje, rođenje, smrt. Ovdje su međutim tijekom posljednjih godina oslabili religiozni motivi, a na važnosti su dobili socijalni motivi, što je činjenica koja se može vrednovati kao simptom za hlapljenje vjere. Drugo područje na kojemu se traži Crkva jest odgoj djece i mladih, pri čemu se od Crkve ne očekuje toliko da posreduje religiozno znanje nego mnogo više da posreduje osnovni sadržaj moralnosti. Neposredni religiozni odgoj većina roditelja delegira crkvenim stručnjacima, primjerice kod svjesnog odabira konfesionalnog dječjeg vrtića i vjeronauka“ (Schulz, 1998:35-36). Društvene i crkvene okolnosti koje donose promjene, materijalna civilizacija s novom, brzom i nezaustavljivom digitalnom kulturom, kriza religioznog identiteta, sve to zapljuskuje prostore same Crkve i njezina vodstva, što ovim problemima daje novu dimenziju. Tako je već blagopokojni papa Ivan Pavao II. ozbiljno pozivao na neizbježnu zadaću „suočavanja sa širokom tematikom krize civilizacije, koja se dogodila nadasve na Zapadu, koji je tehnički razvijeniji, ali iznutra osiromašen zaboravom ili odbacivanjem Boga (Tertio millenio adveniente, 1994:52).

Zanimljivo je istraživanje o mjestu i ulozi religioznosti i Crkve nakon komunizma istražene u studiji *Aufbruch*[243]. Hrvatska je zemlja s naslijeđenom religioznom kulturom, a kako studija pokazuje „stupanj raširenosti modernizma u jednoj zemlji, koji se može ustanoviti pomoću mnogih pokazatelja, ima očito značenje za snagu religije u dotičnoj kulturi. Zemlje sa snažno prisutnim modernizmom imaju manju razinu religioznosti od onih koje su manje modernizirane. To pobliže znači: da komunističko ugnjetavanje religije nipošto ne pruža jedino objašnjenje za religiozno stanje; da je modernizam kao faktor koji mijenja religioznost djelotvoran i nakon kraja komunizma“ (Zulehner, 2001:85).

U susjednoj Sloveniji se najbolje očituje velika razlika u promjenama religioznosti Slovenaca. Tako se 1991. godine, za vrijeme društvenih promjena i zasićenja već dotrajalim totalitarnim sustavom katolicima izjasnilo 71,6% stanovnika, drugu najveću skupinu su činili vjernici bez institucionalne pripadnosti 13,4%, te se ateistima

[243] Aufbruch je istraživački projekt na kojemu interdisciplinarno surađuju timovi iz deset postkomunističkih zemalja: Litve, Poljske, Ukrajine, Istočne Njemačke, Češke, Slovačke, Madžarske, Rumunjske (Transilvanije), Slovenije i Hrvatske. Reprezentativna istraživanja za svaku zemlju provedena su 1997./98.

izjasnilo 4,2% stanovnika. Međutim, ovakva situacija neće dugo trajati jer već iz 2002. godine podaci govore o 57,8% katolika, evangelika 0,8%, pravoslavnih 2,3%, muslimanima 2,4% stanovnika. Od Drugoga svjetskog rata do danas, ateistima se izjašnjavalo oko 10% pučanstava" (Štuhec, 2014: 14-15).

Promjene unutar same Crkve su vidljive, utjecaj sekularizacije sa sve jačim trendom prema individualizaciji povezanoj sa suvremenim potrošačkim mentalitetom kao i osobitim medijskim utjecajem na vjerski i javni život. Crkvu mnogi doživljavaju kao instituciju koja postoji poput uslužne djelatnosti za lijepe ili tužne trenutke, a utjecajem medija u globalnom komuniciranju razvija se i jaka univerzalistička svijest. Sredstva društvenog komuniciranja uvode jedan novi svijet u osobnu svijest i savjest. Preko sredstava društvenog komuniciranja moguće je upoznati različite i raznolike realnosti, načine življenja i razmišljanja. U današnjem religioznom pluralizmu možete po želji uzeti kao iz besplatne trgovine sadržaje iz najudaljenijih religioznih tradicija. Ne morate živjeti u istočnjačkim zemljama da biste se informirali o elementima duhovnosti njihovih religija te ih možda integrirali u svoj osobni vjerski život. To se može raditi s bilo kojeg mjesta na svijetu jer vam mediji daju sve potrebne informacije.

3. 2. Mediji kao kreatori kulture

Suvremena stvarnost obilježena je kao društvo informacija koje nasumice bombardira različitim podacima, vijestima, pritom se sve tretiraju kao da su jednako važne te dovode do površnosti i nekritičnosti. Prema Castellsu „nova moć je u informacijskim kodovima i reprezentirajućim slikama oko kojih društva organiziraju svoje institucije, a ljudi sebi grade živote i odlučuju o svojem ponašanju. Takva je moć smještena u ljudskim umovima. Zato je moć u informacijskom dobu moguće prepoznati i širiti. Znamo što je, ali ju ne možemo dohvatiti jer je moć funkcija beskrajne bitke koja se odvija oko kulturnih kodova društva. Vladat će onaj tko dobije bitku nad ljudskim umovima" (Castells, 2002:365).

Da bismo prosudili služe li mediji dobro javnosti, valja znati koje su usluge dužni pružati. One se dijele na šest kategorija: 1. Promatrati okolinu; 2. Osigurati društvenu komunikaciju; 3. Pružiti sliku svijeta; 4. Prenositi kulturu; 5. Pridonositi sreći; 6. Postići da se kupuje (Bertrand, 2007:19).

U vremenu u kojem živimo, teško je ponekad razlikovati fiktivno od stvarnoga, prema Šašku „širenje potrošačkoga društva donijelo je sa sobom premještanje naglasaka s asketskoga ideala na konzument kao ideal slobode. No, posvemašnja vjera u progres doživjela je neku vrstu sloma. Budući da kapitalističko gospodarstvo bez rasta ne može preživjeti, treba izgraditi druge temelje. Religijski su temelji, čini se, najsigurniji. Mogli bismo, pomalo preopćenito, reći da se ekonomija usmjeravala (a taj trend još uvijek traje) prema religijskom rječniku. Religijska podloga omogućuje neku vrstu sigurnosti konzumacije, otklanjanje bojazni. Tako se dogodilo križanje kršćanskoga svijeta simbola s konzumističkim" (Šaško, 2000:687). Čovjek u svome komuniciranju „ne bi mogao imati religijske predodžbe vjerovanja da se ne služi vjerskim komunikativnim simbolima koji izviru iz ljudske čovjekove simboličke komunikativne građanske aktivnosti" (Plenković i dr., 2014: 42), pritom se primjećuje kako mediji svjesno grade na religioznim temeljima koristeći religiozne simbole. Dramatičan dualizam kao skrivena religiozna dimenzija vrlo je prisutan na području reklama koje rade s elementarnim simbolima svjetla i tame, vode i vatre, puta i cilja, biblijskim preoblikovanim i prilagođenim citatima, poticajima i slično. Primjećuje se da je „reklama danas ekstremno religiozno nabijena. Riječ je zapravo o silnom idolopoklonstvu jer se reklama većinom obraća religioznim potrebama čovjeka. Postoji ljudska potreba i iz toga je proizašla ljudska sklonost da se čovjek niskim strastima podvrgne na religiozan način" (Mataušić, 2001: 374). Opasan negativan utjecaj medija je i ovisnost o njima. Mediji postaju „kruh naš svagdašnji" i ljudi ne mogu više bez dnevne doze vijesti, sportskih izvještavanja, serija i sl. Estetski lijepi i sve suvremeniji televizijski uređaji postaju „kućni oltari" prema kojima je sve posloženo i usmjereno.

Konvergencija univerzalnih kulturnih simbola, ujednačavanje životnih stilova i oblika ponašanja kojima se suptilno pokušava lokalnu kulturu i identitet iskorijeniti simbolima svijeta robe koji potječu iz reklamnog dizajna i dizajna imagea multinacionalnih koncerna, prepoznatljivi su kulturni procesi koji se odvijaju zahvaljujući medijima i informatičkim sredstvima kojima se prelaze nacionalne granice te djeluju na svjetsko društvo. Pritom se koriste mogućnosti neograničenog svijeta informacijskih tehnologija, zato možemo govoriti i o medijskoj (sup)kulturi koja pritom razvija neke nove prepoznatljive simbole, znakove, jezik kojim se sporazumijeva, a koja uz to gradi svoje temelje po čvrsto religioznim obrascima.

Duboka promjena u načinima razmišljanja i djelovanja uočljiva je u današnjem društvu, suvremeno društvo više ne stoji na religioznim strujanjima milosti, nego na medijskim strujanjima podataka. A to znači, tko izgubi vezu, taj je izgubljen. Religiozna logika slijedi se time što „mediji, posežući za iskustvima i dosezima koji se tradicionalno vežu uz religiju, pokušavaju ritualizirati svakodnevicu i životno usmjerenje" (Šaško, 2000:685). Neprekinuta povezanost, neprekidno obraćanje čitatelju, gledatelju i slušatelju jest pokušaj integracije u zajednicu medijskih konzumenata. Jer „u medijima se tješi i traži te dobiva oproštenje, horoskopi i prognoze daju usmjerenje u životu, a poput gregorijanskog *cantus firmusa* kroz sve se provlači nit vodilja promidžbeni program koji konačno objašnjava u čemu je smisao života. Riječ je dakle o dušobrižništvu kojemu je ipak glavno mjerilo slušanost i čitanost" (2000:686).

Popularni sadržaji koje mediji svakodnevno nude, svojevrsno su ogledalo težnji, vrijednosti i stavova društva, kao i odraz trenutačne društvene zbilje. Izričajem putem masovnih medija stvara se nova popularna kultura koju je „najbolje opisati uz pomoć njezinih osnovnih obilježja – spektakla, pružanja zadovoljstva, progresivnosti i društvene promjene, kontradiktornosti, emocionalnosti te raskida s tradicionalnim normama i vrijednostima“ (Labaš, Mihovilović, 2011:96). Područje popularne kulture novi je izazov za proučavanje i analizu današnje kulturne i religiozne situacije, a sve „to potiče na razmišljanje o činjenici da je poveznica između simbola, interesa i religijskih značenja te sfere modernih medija mnogo delikatnija i kompleksnija no što se činilo, zbog čega je neophodno tražiti konvergencije između njih“ (Sever, 2013:33). Kompleksnost ove teme nadilazi sadržaj ovoga rada, ali svakako bi valjalo nastaviti istraživati ovu problematiku.

3. 3. Kriza suvremenog čovjeka uvjetovana tehnološkim progresom i materijalizacijom

Crkveni dokument Pastoralna konstitucija *Gaudium et spes*[244] o Crkvi u suvremenom svijetu ističe, da svim krizama, patnjama i neuravnoteženosti od koje trpi suvremeni čovjek, korijeni su u srcu čovjeka, time „čovjeka muči podijeljenost u njemu samom, a odatle se rađaju tako brojni i toliki razdori također u društvu“ (GS 10). Izvanjske promjene zrcale i očituju promjene koje su prvotno nastale u čovjekovoj unutrašnjosti. Znanje i inteligencija koja se danas ostvaruje kroz tehnološko stvaralaštvo čovjeka, duboko se i postepeno proširuje na cijeli svijet, no „unutar društvenoga i kulturnoga napretka događaju se mnogi raskoraci jer je brzina napredovanja često veća od brzine ljudskih mogućnosti praćenja toga napredovanja, na lokalnoj i globalnoj razini“ (Matulić, 2008:117). Pritom se uočava zaostajanje moralnih i etičkih načela i vrednota koje su zamijenjene materijalnim vrijednostima te stavljanjem vrijednosti profita ispred vrijednosti čovjeka.

Zato ne treba čuditi da u današnjem tržišnom natjecanju u potpunoj slobodi „kako misle M. Friedman i F. A. Hayek – treba ograničiti uplitanje države i njezine moći, a još više odbaciti društvenu pravdu kao nekoristan pojam. Rezultati postignuti na tržištu nisu ni pravedni ni nepravedni nego samo korisni, jer zadovoljavaju potrebe najvećeg broja ljudi. Ako postoji neka etika, to je etika poduzeća“ (Jukić, 1995: 901-902).

Odbacivanje moralnih vrednota i vezivanje vlastitog uspjeha isključivo kroz materijalno dovodi do indiferentnosti i ravnodušnosti, zato papa Franjo u novom dokumentu *Evangelii Gaudium*[245] (Radost Evanđelja) upozorava da „same se ljude promatra kao potrošna dobra, koja se mogu koristiti i baciti. Stvorili smo kulturu ˈodbacivanjaˈ, koja uzima sve više maha“ (RE 53). Pritom se kroz isključivanje i egoizam razvila „globalizacija ravnodušnosti. Postajemo, a da toga nismo gotovo ni svjesni, neosjetljivi na bolni vapaj siromašnih, ne plačemo više zbog boli i patnje koja je snašla druge i čak ne osjećamo ni potrebu da im pomognemo, kao da je netko drugi pozvan sve to činiti jer je to nešto što se nas ne dotiče. Kulturno blagostanje čini nas neosjetljivima i uzbudimo se tek ako tržište ponudi nešto što nismo još uvijek kupili“ (RE 54). Nažalost, upravo brzina i velik broj informacija može dovesti i do gubljenja osjećaja osobne odgovornosti. Kod osoba naviknutih preko medija na svekolika događanja, može izazvati ravnodušnost prema zlu i nepravdi koje postoje u njegovoj okolini, a kroz imaginarni i preoblikovani odnos u suprotnosti sa životnom stvarnošću, čovjek današnjice zatvoren u zidove vlastite kuće živi duhovno siromaštvo u vremenu dostupnosti i bogatstvu informacija. Goleme tehničke mogućnosti moderne znanosti izlažu je velikim moralnim izazovima i rizicima, odbacivanjem Boga odnosno višeg bića iznad sebe, čovjek samoga sebe postavlja na pijedestal, postaje sam svoj zakonodavac kojem ne trebaju prirodni niti božanski zakoni. Idolatriranjem samoga sebe i svoje slobode, svojih moralnih spoznaja i djelovanja, danas se rađa kod suvremenog čovjeka novi tip samosvijesti koji svoje subjektivne prohtjeve i zahtjeve naziva „pravom“. Pritom odbacuje pojam zla i grijeha kao nešto dotrajalo, sam se postavlja gospodarom nad određivanjem što je dobro a što je zlo te pritom često postaje zagovornikom tzv. kulture smrti kroz temeljna ljudska pitanja: života i smrti, zdravlja i bolesti, rađanja i umiranja, dijagnoze i terapije. Etička i moralna zastranjenja nužno vode ne samo znanost u eru posthumanosti, nego i čitavo društvo na put kaosa. Današnje se društvo nalazi na sudbonosnom raskršću svoje povijesti.

Kada se čovjek ne promatra kao biće svrhe već samo koristi, neminovno dolazi do krize. No, i kriza može biti pozitivna i znak ponovnog traženja izvora svoje svrhe. Religija kao čimbenik kulture sigurno može biti moralna vertikala i putokaz u zaštititi malog čovjeka. Pritom i mala Hrvatska, sada kao dio velike Europske obitelji ima sigurno za ponuditi raznolikost svoga duhovno-kulturnoga bogatstva kojim može obogatiti svoju novu veliku obitelj.

4. Metodologija, ciljevi i rezultati istraživanja

Kroz istraživanje se željelo doznati na koji način Hrvati percipiraju susjedne Slovence, s kojima dijele velik dio zajedničke višestoljetne povijesti, pripadnost zajedničkom slavenskom nazivniku, kulturni krug, granicu, djelomično vjeroispovijest te zajednički europski integracijski okvir. Slovenci su već više godina dio zajednice EU, otvoreni promjenama koje donosi modernizam i procesi globalizacije. U istraživačkom dijelu obrađuju se podaci dobiveni anketiranjem 210 ispitanika. Istraživanje je provela agencija Media net d.o.o. iz Zagreba u

[244] Pastoralna konstitucija *Gaudium et spes* o Crkvi u suvremenom svijetu (dalje GS)
[245] Evangelii Gaudium (Radost Evanđelja, dalje RE)

razdoblju od 20. svibnja do 31. svibnja 2013. godine prema određenim varijablama: odnos prema radinosti, poslovnosti, discipliniranosti, prema strancima, kulturi, komunikativnosti, politici, koruptivnosti, Europi, religiji, sportu i medijima. Uzorak je definiran prema statistički proporcionalnom kriteriju uz poštivanje posljednjeg popisa stanovništva u Republici Hrvatskoj[246] obuhvaćanjem manjeg broja ispitanika, ali iz svih županija u Hrvatskoj (21). Također je u najvećoj mjeri poštivan proporcionalni broj stanovnika u područnim jedinicama. Temeljne istraživačke metode su anketa i analiza informacijskog sadržaja dobivenih odgovora ispitanika. Temeljna istraživačka metoda jest metoda ankete, a kao osnovni istraživački instrument odabran je skalirani upitnik. Analiza sadržaja interpretirat će dobivene rezultate, a prema deklariranim kategorijama istraživanja.

4. 1. Osobine/stereotipi u odnosu stavova Hrvata prema Slovencima

Ispitanici iz Hrvatske su na skali od 1-5 određivali stupanj slaganja s 10 ponuđenih stavova/stereotipa o susjednom narodu.

Tablica 1.

Stavovi Hrvata o Slovencima – broj ispitanika, prosječne ocjene i standardna devijacija

Hrvati o Slovencima	Br.ispit.	Pros.ocjena	Std.dev.
Disciplina	210	3,76	0,965
Marljivost	210	3,65	0,968
Poslovnost	209	3,65	0,914
Medijski osviješteni	210	3,61	0,922
Kultura	210	3,40	1,133
Korumpiranost	207	3,37	1,019
Političnost	208	3,33	1,044
Komunikacija	210	3,19	1,137
Religioznost	208	3,14	0,950
Sportska nacija	210	2,90	1,124

Rezultati u Tablici br. 1 ukazuju da Hrvati prije svega Slovence doživljavaju kao disciplinirane, marljive, poslovne i medijski osviještene, a najmanje kao religiozne, komunikativne te kao sportsku naciju. Odnos promatranog naroda prema discipliniranosti na samom je vrhu tabele te je u dubokom odnosu s marljivošću i poslovnosti, što je pokazatelj osobina/stereotipa koju Hrvati imaju naspram Slovenaca kroz stupanj uspješne poslovnosti i gospodarskog razvoja. Odnos prema kulturi također zauzima visoko peto mjesto, što može biti pokazatelj da se upravo na području kulturnih djelatnosti mogu pronaći spone i još bolje komunikacije između ova dva naroda. Srednja ocjena korumpiranosti i slabija politička angažiranost može se ocijeniti uvjerenjem kako procjenjuju ispitanici, interes prema politici i političko angažiranje pada sa stupnjem višeg standarda pravne države.

4. 2. Procjena prijateljske nastrojenosti Hrvata prema Slovencima

Tablica 2. Prosječne ocjene procjene prijateljske nastrojenosti Hrvata prema Slovencima

Nastrojenost	Zemlja	Br.ispit.	Pros.ocjena	Std.dev.
Prijateljska nastrojenost Slovenaca prema Hrvatima	Hrvatska	210	2,84	1,195

Ispitanici iz Hrvatske su na skali od 1-5 procjenjivali stupanj prijateljske nastrojenosti Hrvata prema Slovencima. Prosječna ocjena procjene prijateljske nastrojenosti Hrvata prema Slovencima (2,84) nije se pokazala izrazito pozitivnom, već kao niža srednja, prosječna ocjena koja je rezultat participacije i neposrednog iskustva koje Hrvati imaju spram Slovenaca, primjerice, Hrvati zaposleni u Sloveniji sa svojim radnim i životnim iskustvom koje su tamo stekli te imaju izravan i objektivniji uvid, pogranični Hrvati koji su godinama bili navezani uz Sloveniju, bilo zbog zemljišta na susjednoj strani ili granične blizine kojom su više bili usmjereni prema toj susjednoj zemlji, ali i različita iskustva u susretima sa Slovencima kao turistima i slično.

4. 3. Procjena stava Slovenaca prema Europskoj Uniji

Tablica 3. Prosječne ocjene procjene pozitivnog stava Slovenaca prema EU

Stav o EU	*Zemlja*	*Br.ispit.*	*Pros.ocjena*	*Std.dev.*
Pozitivan stav Slovenaca o EU prema mišljenju ispitanika iz	*Hrvatska*	*209*	*2,98*	*0,983*

[246] Popis stanovništva 2011., http:/www.dzs.hr/Hrv/censuses/census2011/results/censustabshtm.htm

Hrvatske				

Ispitanici iz Hrvatske su na skali od 1-5 procjenjivali stupanj sklonosti Hrvata prema EU.
O procjeni stava o EU postoje statistički značajne razlike prema nekim socio-demografskim pokazateljima. U uzorku ispitanika u Hrvatskoj, one se odnose na regionalne razlike. Naime, za razliku od Hrvata iz pograničnih županija, Hrvati iz ostatka RH u većoj mjeri smatraju da Slovenci imaju pozitivan stav prema EU. Prosječna ocjena (2,98) vjerojatno je rezultat neposrednog iskustva koje imaju Hrvati koji žive u pograničnim županijama koje graniče sa Slovenijom te pokazuju bolju upućenost u društvena događanja susjedne zemlje.

5. Interpretacija istraživačkih rezultata

Počevši od pojma *colere,* kultura, natura, prvotno rad i obrađivanje zemlje, plod je i rezultat čovjekova stvaralačkog duha u svoj svojoj raznolikosti. Rad kao iskonska ljudska potreba spada u osnovna ljudska prava. Čovjek se radom uzdržava, obrazuje, kultivira i preobražava. Radom se održava i unapređuje ovaj svijet te je najizvrsniji oblik sebeostvarenja. Ne ulazeći u dublju povijesnu problematiku, problem rada stvarao je oštre sukobe između svijeta kapitala i svijeta rada. Promjene koje su nastajale utjecajem naglašenog moderniteta, znanstveno-tehnološkim razvitkom ostavljaju posljedice ne samo na oblicima i vrstama rada, nego se prvotno očituju i na samome čovjeku. Ubrzani ritam života, pritisci profesionalnog dokazivanja, utrka za zaradom, probitačnost, usredotočenost na sebe, sve to doprinosi stvaranju duhovne atmosfere praznine, stresa i osamljenosti. To se očituje posebno kroz naglašeni individualizam i okrenutost čovjeka prema samome sebi. Čovjek gubi svijest o vlastitoj navezanosti na drugoga. U današnjem tehnološki razvijenom društvu materijalistički usmjerenom, privlačnost i blagostanje materijalnih vrijednosti postaje pokazatelj uspješnosti.
Rezultati istraživanja u Tablici br. 1 pokazuju kako Hrvati percipiraju i visoko ocjenjuju Slovence upravo u kategoriji rada i radnih navika (disciplinirаnosti, radinosti i poslovnosti). Ovi se rezultati mogu djelomično objasniti na više načina, realnim pokazateljima kao primjerice: međusobna razlika u gospodarskom razvoju, Slovenija kao ekonomski razvijenija zemlja, članica EU, njeni dnevno-politički interesi, ali i način kako sam narod sebe prezentira, medijskim, ali i u drugim različitim tipovima komunikacije. Odnos promatranog naroda prema disciplinirаnosti na samom je vrhu tabele s prosječnom ocjenom (3,76) te je u dubokom odnosu s marljivošću i poslovnosti, što je pokazatelj osobina/stereotipa koju Hrvati imaju naspram Slovenaca kroz stupanj uspješne poslovnosti i gospodarskog razvoja. Slijedi marljivost i poslovnost s istom prosječnom ocjenom (3,65). Procjena ispitanika spram susjednog naroda kojeg vide kao najmanje komunikativne (3,19) religiozne (3,14) te kao sportsku naciju (2,90) može biti rezultat stereotipa koji postoje zbog njegove zatvorenosti i slabije emotivne otvorenosti u javnosti ili jednostavnije rečeno, razlika u mentalitetu i načinu komuniciranja. Također i način na koji se medijski prezentira prema van, nedovoljno poznavanje i slično.
Percepciju o promjenama nastalim na području religioznosti koje se očituju kroz vjerske i moralne promjene, s jedne strane možemo promatrati kroz percepciju moralnog pada ili korumpiranosti. Prosječna ocjena korumpiranosti je (3,37). Korumpiranost se definira kao duhovna i moralna pokvarenost, zanemarivanje je časti i dostojanstva, nuđenje novca da se ne bi morala ispuniti neka dužnost. Kada se i površno uđe u bit toga pojma, jasno je da se radi o duhovnoj rak rani koja je nažalost postala stvarnost prikrivena stranim pojmom. Nažalost, stvarnost toga pojma postaje uobičajen obrazac ponašanja na individualnoj, a time i društvenoj razini. Pritom možemo govoriti i o zaostajanju moralnih i etičkih načela i vrednota koje su zamijenjene materijalnim vrijednostima te stavljanjem vrijednosti profita ispred vrijednosti čovjeka. Neosjetljivost za bližnjega vodi u kulturu ravnodušnosti (papa Franjo), a posljedice su kriza, patnja i neuravnoteženost od koje trpi suvremeni čovjek (GS 10). Kao posljedice pojavljuju se zapreke koje narušavaju međuljudske i društvene odnose.
Istraživanje pokazuje da Hrvati Slovence doživljavaju uspješnima, a isto tako i medijski osviještenima te ih ocjenjuju prosječnom ocjenom (3,61). Mišljenje/stereotip o visokoj medijskoj osviještenosti može biti zbir svih rezultata koji se procjenjuju kroz materijalnu uspješnost.
Ispitanici iz Hrvatske smatraju da su Slovenci manje religiozni. Ne smije se zanemariti činjenica da su obje zemlje kroz više desetljeća živjele pod režimom komunizma i ograničenom vjerskom slobodom. Nakon raspada bivše države i uspostavom demokracije i vjerskih sloboda, u Hrvatskoj se primjećuje kako tradicionalno kršćanstvo kroči punom snagom u javnost. U obzir treba uzeti i činjenicu da je u Hrvatskoj vrijeme ratnih razaranja, stradavanja civila i progonstava, a Slovenija je bila pošteđena takvih ljudskih i materijalnih razaranja te se mogla više gospodarski razvijati. Pritom je za očekivati da Hrvati snagu i jakost traže u vjeri i krunici oko vrata. Doživljeno iskustvo osobne vjere ostavilo je svoj zapis na mnogima, no međutim, više desetljetna odsutnost vjerske slobode, dugogodišnja zabrana izlaženja vjerske štampe, sve je to ostavilo svoj trag koji se osobito primjećuje u nedovoljnom poznavanju sadržaja vjere. Pritom mnoge zbunjuje svakodnevna izloženost različitim duhovnim i religioznim sadržajima i praksama putem medijskih ponuda. Sve to duboko utječe na svijest čovjeka koji se često zbunjen lepezom medijske ponude ne snalazi, pa uzima ono što mu u određenom trenutku odgovara. Pritom možemo govoriti ne samo o krizi religioznosti, nego i o novoj univerzalističkoj svijesti koja vlada u pluralističkim društvima. Unatoč mnogim promjenama, čovjek i nadalje ostaje religiozan,

ali sada na nov način. Nova religioznost ostvaruje se poput obične stvarnosti među tolikim drugima u kojima suvremeni čovjek živi i djeluje. Pritom individualizacija i vlastito ja ima prednost ispred svih tradicija i institucija. Crkvu mnogi doživljavaju kao instituciju koja postoji poput uslužne djelatnosti za lijepe ili tužne trenutke (krštenje, vjenčanje, sprovod). Sukladno tome, niti Crkva se ne shvaća toliko u njezinom teološkom značenju kao zajednica i prostor vjere, nego ponajprije pod vidom javne, globalne institucije za ispunjavanje religioznih potreba.

Odnos prema kulturi ocijenjen je rezultatom (3,40), što može biti pokazatelj da se upravo na području kulturnih djelatnosti mogu pronaći spone i još bolje komunikacije. Naime, vrijeme u kojem živimo traži od pojedinca da nužno upoznaje kulturu, umjetnost, stavove i vrijednosti drugih, njihovu tradiciju, religiju, zatim svijest o tome da možda i na drugi način percipiraju određene stvari. Možemo govoriti o susretu kultura koje obogaćuju jer nisu sve iste, no međutim, ako se ne poštuje vlastito, ne može se očekivati niti poštivanje tuđega, tako da odbacivanje i distanciranje od vlastite kulturne tradicije nužno vodi nesposobnosti za istinski dijalog. Nadalje, danas se uočava prodor kulture zapadnog tipa koja uspješno potiskuje tradicionalnu kulturu i njene zadane vrijednosti. Kao što se religijska komunikacija odvija putem vidljivih simbola, što je ujedno i početak sveopćeg kulturnog djelovanja ljudskog roda, primjećuje se da mediji svjesno grade na religioznim temeljima upotrebljavajući religiozne simbole. Novi prepoznatljivi simboli suvremene kulture su simboli potrošačkog društva (Šaško, 2000). Konvergencijom univerzalnih kulturnih simbola, ujednačavanjem životnih stilova i oblika ponašanja suptilno se pokušava lokalnu kulturu i identitet iskorijeniti simbolima svijeta robe koji potječu iz reklamnog dizajna. Sadržaji koji zauzimaju medijski prostor izgrađuju opću sliku te utječu na javno mnijenje i svijest čovjeka. Pritom popularni sadržaji koje mediji svakodnevno nude, svojevrsno su ogledalo težnji, vrijednosti i stavova društva, kao i odraz trenutačne društvene zbilje.

6. Zaključak

Na temelju rezultata istraživanja i prvom hipotezom željelo se pokazati da Hrvati Slovence doživljavaju kao radišne te uspješno integrirane u europsku modernu kulturu, što se i pokazalo točnim. Istraživane varijable, odnos prema radinosti, poslovnosti, disciplinirаnosti, kulturi, komunikativnosti, politici, koruptivnosti, religiji, sportu i medijima ukazuju na činjenicu da su odnosi između dviju država u načelu dobri i prijateljski, no u isto vrijeme i složeni, na što upućuju rezultati provedenih upitnika, interpretacija i analiza rezultata.

Kroz teoretski dio rada uočene su promjene koje se događaju na području kulture, religije i medijske komunikacije, njihova složenost i međusobni suodnos, te njihovo djelovanje i oblikovanje suvremenog čovjeka. Iako je čovjek u biti ostao isti, kontinuirano se svakodnevno mijenjaju društveno-kulturalne, socijalno-psihološke i civilizacijske okolnosti te se pod utjecajem tehničkog razvoja i medijskog posredovanja svakodnevno mijenja ljudska svijest. Razina subjektivnog u kojoj nestaje obvezatnosti, u kojoj sve postaje pitanje osobnog izbora i želja, naglašena individualizacija, okrenutost sebi, ali i bijeg od samoga sebe. S promjenama koje su pod utjecajem moderniteta već odavno zahvatile zapadnu Europu i njenu kulturu, počinju se susretati i zemlje bivšeg komunističkog sustava, poput Hrvatske i Slovenije. Kultura zapadnog tipa obilježena je zaboravom sjećanja, prekidom s prošlošću i tradicijom, osobito religioznom. Kulturni izričaji suvremenih društava ubrzano se mijenjaju, posebno pod utjecajem medijskog oblikovanja svijeta.

U suvremeno doba, kada religioznost sve više karakterizira individualizam, gdje izgradnja identiteta i svjetonazora polako izlazi iz sfere utjecaja obitelji, Crkve i škole, mediji postaju bitni čimbenici u izgradnji osobnosti, mišljenja i svijesti suvremenog čovjeka. Time možemo potvrditi drugu hipotezu da modernizam kao faktor mijenja religioznost, no bez obzira na sve promjene, čovjek i dalje ostaje religiozan, ali sada na drugi način. Nova religioznost ostvaruje se poput obične stvarnosti među tolikim drugima u kojima suvremeni čovjek živi i djeluje. Služeći se simbolikom religiozne komunikacije, mediji uspješno preuzimaju kontrolu nad čovjekom te ga uspješno regrutiraju među svoje korisnike.

Modernitet utječe na suvremeni način življenja i djelovanja, a prosječna ocjena od (3,32)[247] je relativno visoka ocjena mišljenja koju imaju Hrvati o Slovencima, iz koje zaključujemo da su svi produkti ljudskog kreativnog duha na zavidnoj razini, no međutim izražajna individualnost kao suvremeni način ostvarivanja vlastitog života i djelovanja u suvremenom svijetu kroz percepciju prijateljstva jedan je od pokazatelja društva zahvaćenog modenitetom. Pritom mediji imaju ključnu ulogu kreatora medijski posredovane duhovnosti i nove kulturne stvarnosti koji mijenjaju svijest, savjest, mentalitet i duhovnost suvremenog čovjeka, čime potvrđujemo treću hipotezu.

Svi ovi podaci ujedno pokazuju i smjernice za buduća istraživanja koje će potpunije osvijetliti ove činjenice.

Popis bilješki

[1] Aufbruch je istraživački projekt na kojemu interdisciplinarno surađuju timovi iz deset postkomunističkih zemalja: Litve, Poljske, Ukrajine, Istočne Njemačke, Češke, Slovačke, Madžarske, Rumunjske (Transilvanije), Slovenije i Hrvatske. Reprezentativna istraživanja za svaku zemlju provedena su 1997./98.

[247] Prosječna ocjena dobivena je zbrojem svih zadanih elemenata istraživanja

[2] Pastoralna konstitucija *Gaudium et spes* o Crkvi u suvremenom svijetu (dalje GS)
[3] Evangelii Gaudium (Radost Evanđelja, dalje RE)
[4] http:/www.dzs.hr/Hrv/censuses/census2011/results/censustabshtm.htm, popis stanovništva 2011. (preuzeto travanj 2013.)
[5] Prosječna ocjena dobivena je zbrojem svih zadanih elemenata istraživanja

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BETWEEN THE LINES AND THROUGH THE IMAGES

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Abstract
Media considerably contribute to the shaping of modern society because they influence the formation and change of public opinion, as well as the adoption of imposed cultural values that are, due to subtle manipulation methods, accepted as "free" formed views. In situations where media methods, based on words and images, fill in the gaps in the real world and provide a surrogate for the economically and culturally impoverished society, the media become a tool that allows control of individuals and groups. Resisting to be overtaken by the crowd mentality, which thinks in accordance with the media imposed pattern, is possible only if we, as a society, engage to educate the recipients of media messages, so they could be able to "defend" themselves from the media-falsified reality. Media education is a prerequisite for critical assessment of social values as well as the values of and the commercialized culture.

1. Introduction

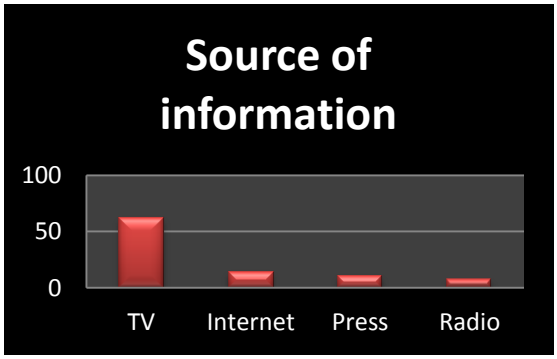
Modern man is accustomed to the fact of the media being an integral part of the daily life. The mass media have enabled information to become a global phenomenon and its distribution unconditioned by the local boundaries imposed by the geographical origin of the information. The term mass media indicates any means of communication, ie, the mass media is the extension of human senses, namely: radio - an extension of the hearing, photography - an extension of the vision, and television as an extension of the sense of touch /**1**/.
Broadest understanding of the term „mass media" refers to any media that has mass distribution and that targets the "mass society". Faced with such an expansion of the media, that are drawn into all aspects of modern society, we can see in the media landscape the presence of almost passive audience on the receiving end of the "media reality", according to the screenplay controlled by media owners or other parties' posessing the power to pull the strings in the media sphere. Modern man is unfortunately constantly "hungry". In searching for the meaning of one's own existence there is a growing craving for new information. And, the more information one receives, the more information one needs. Thus, the thirst becomes unquenchable. Those who recognize the true name of the media game and recognize the patterns of the scenario "writers" are making efforts to help the nameless crowd get out of the vicious circle within which the "reality" represented by an image is taken for granted. For the vast majority of media audience, the truth has always been defined by the media. An the very truth interpreted through media constanltly varies from moment to moment. When they need the masses in support of the military action, they will bias them accordingly. When they need masses to hate, they will provide a good rationale and set of reasons to boot. At times, the masses are needed to worship the candidates, so they are subtly pushed into a loud applause. Apparations from the Grimm's fairy tales are subliminally lurking among the shadows of media words and images. Everything is dreamlike, pulling you into a slumber on the tones of a media lullaby. The audience is slowly dozzing off, not giving it too much thought, being thus skillfully and slowly boiled into the uncritical passivity. The media so robs its audience of the critical thinking caps, only to help them absorb the precise interpetations of reality underpinning the fabrication of the general consent. The audience needs to wake up. The need for media literacy is a conceptual alarm clock that has potential to shake the "information consumers" out of their drowainess into making an effort to recognize the hidden messages, and in doing so, free themselves to form their own value judgments on incidents and events that constitute their daily lives and the reality we all have a democratic claim on. Media under-educated public will often unquestioningly accepts the media messages, without deeper analysis and search for the real agenda based on facts, behind cleverly designed facade of the media message troyan horse. Modern man has become a media addict and there is almost no one who, in some way, is not exposed to the influence of the media.
Given dynamics of media activity indicate the case of extensive psychological manipulation, and it has a growing impact on both conscious and the unconscious parts of the personality. Media shape the public as required by the power centers that have control over the means of mass communication and privileged access to information. The one who has the power "can convince anyone to think and do anything" /**2**/. The mass media are extremely influential in the creating of the public opinion when it comes to new themes /**3**/, and "assistance" in creating a picture of reality "that only seems like reality" /**4**/. "The imperceptible manipulative manner becomes a new source of "danger and uncontrolled media power" /**5**/. The culmination of media manipulation is achieved due to the inseparable connection between technology and society. Media audiences are"swallowing" the content without a deeper search for the substance and ignoring the truth, since such behavior is subtly encouraged and fabricated by the media in the capacity of a producer, controller and owner of information. They form the information accordng to their own rules, giving it a shape in line with their interests. With the

development of technology, to which the media have always been quick to adapt, the world is faced with the threat of even more drastic forms of media manipulation. Manipulation can be achieved by changes in people's consciousness that is "equal to the one achieved by changing natural and social circumstances" /**6**/, or by introducing specially trained manipulation experts into the deception, consequently making the manipulation resemble the truth. "Spin Doctor is a person responsible for shaping the favorable public perception of politicians or political parties through skillful manipulation of the mass media"/7/. Since the advent of television, audience has been receiving manipulated information placed inside cleverly designed programs, delivered directly at their doorstep. Manipulation reaches into the private, family space, so that the whole family is exposed to the simultaneous absorption of messages that are intended for the masses. Clearly, the receipt and processing of such contrasting images can create emotional confusion and cause different reactions of viewers /**8**/. A family sitting in front of the television screen, waiting for their favorite media to tell a bedtime story, becomes an easy prey to the aggressive advertising industry. "Advertising is the most compelling sales message addressed to potential buyers of a product or service at the lowest possible cost"/**9**/. Looking at the advertising as a process of communication, it can be said that it is "a bond that enables dynamics among the advertising manufacturer (or distributor) , an agency that creates the advertising and the audience addressed by the add" /**10**/. Karla Sewell and Paul Brown, believes that advertising, besides communicating the image of the product itself, also contains an image that reflects the work of a particular advertising agency. "When you're making a commercial for your product, do not forget that your ads reflect who you are /**11**/. "Advertising medium represents every means by which the message of the sale of an item is transferred to potential buyers" /**12**/. The question is how thus created relationship can be favorable for the audience that becomes a potential customer, or "prey" of the advertising agencies. To what extent any kind of "prey" is in a position to have any other choice except flee or surrender. Vans Packard rightly pointed to aggressive, manipulative character of ubiquitous advertising messages that are having effect on all human senses with the intent to take advantage of man's conscious and unconscious needs. In order to attract as many potential buyers, manufacturers and retailers are turning to unconventional methods of market research "/**13**/. Market researchers are particularly interested in these two levels - the subconscious and the unconscious, because they represent the very space within which the most successful manipulation of insufficiently conscious or totally unconscious customer needs takes place /**14**/.

2. Media addiction

"The mass media audience" builds its image of the outside world through the means of mass communication. Man cannot live without interacting with other people. In the period of globalization, individuals and groups are becoming more focused on the "contact" with the media that are transmitting information to them. But, media scene is increasingly serving the interests of the special interest groups that exert their influence on the media, and thereby elaborate methods for using media. Study of the Reuters Institute says that, if the trend continues, we will have media that no longer contains news /**15**/. It is believed that a modern individual receives the most of information through the media, which are the most powerful industry that produces and broadcasts information. Global audience is usually served an overdose of information, but still, there is little information to be found, that is the product of investigative journalism. Research conducted in the area of the European Union /**16**/ provided insight into the extent of bias in European citizens towards relying on the media as the main source of information. More than 60 % of the population is "in symbiosis" with their TVsets and perceives it, in the literal sense, as its own window into the world.

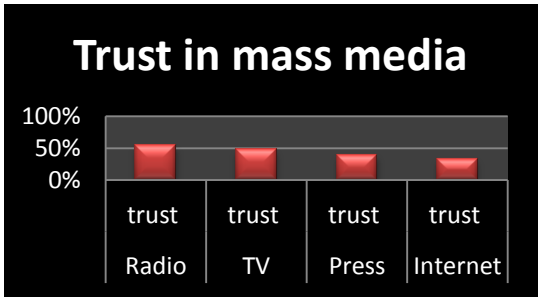
Fig. 1. Getting information through the media in the EU



Source: Authors

Europeans are the most oriented to the television programs (62%), which for them represent a major source of information. The following on the list are: internet (14%), newspapers (11%) and radio (7%).

Fig.2. Trust of European citizens in mass media



Source: Authors

The survey results show that almost half of respondents readily believe the media , especially the radio (54 %), and television programs (48 %) , followed by the print media (40 %) and the lowest level of trust is indicated in relation to the information coming through the Internet (34 %). How, under such circumstances, can we come to the stage of understanding of the media and media content? If the audience does not doubt the veracity of images and words, it will not feel the need to analyze the semantic shadows running between the rows of delivered information. Why look for a thief if nothing is stolen? This means that we need to remind the audience that the real world can only be recognized through one's own eyes and not through the prism of the media reality. Media literacy is a link to freedom. Only educated media audience can recognize who and how manipulates its perception of reality and the right to accurate information. Everything else is in the area of deception, which can be interpreted as a synonym for the enslavement of the mind. Masterman, one of the most famous critics of media education, points out that a media literate person cannot be easily manipulated and that his/her opinion in the media is respected because of the ability to make independent judgments. It is the viability of critical autonomy which should become the primary goal of continual education for the media /**17**/. Media literacy, as an important area of communicology, is especially important in times of abrupt social changes affected by the emergence and development of global media technologies , the expansion of the media as well as the role of media as an important factor in shaping the system of social values. Free access to information, a right which is usually provided by the legislation, reinforces the level of media literacy culture, which in turn, represents a more efficient modality of understanding the messages from the media sphere. Media literacy is the process of accessing, analyzing, evaluating and creating messages in a wide range of media types, genres and forms. Accessing media literacy encourages people to ask questions about what they are watching, hearing and reading. Media literate audience becomes able to leave the vicious circle inside of which the media uneducated masses are dwelling, earning an opportunity to depart from the hopelessness of the nameless masses and transform itself into an active citizenship capacity which understands what the media really communicates, at the same time having the potential to assess the value of such messages.

3. Dreamtime Escape - One Step Further

Economist Robert Lekachman warned that advertising strategies that favor the model of success , are creating a "lost" feeling in the "little" man, which, in times of economic recession, might have a dramatic effect on the integrity of the human person /**18**/. Images, scenes and activities of media culture are leading to the formation of unstable identity that is often based on superficial characteristics of the phenomenal media model. A choice of many models that media present at the same time gives an individual the freedom to play with identity, but it can lead to total confusion and the formation of unstable, fluid and impermanent identity /**19**/. The man, in the global space and time, is faced with a lack of time and opportunity to focus on personal pleasure. It all boils down to a smiling face with perfect rows of incredibly white teeth smiling at us from the television screens. Successful people talk about success, which usually implies buying products that are advertized to make one beautiful, young and successful. The story of the success of others increases awareness of one's own failure. The Salvation pill can be purchased as a product that dabbles as perpetual mobile production line of the fabricated, unquenchable needs. Identifying the source of man's unhappiness in many unfulfilled and repressed needs marks the beginning of manipulative efforts of advertising agencies in imposing certain, until then, unknown products. The products are installed with exactly those traits the people find within themselves, providing the sense of the psychological intimacy with the product. Packard suggests the necessity of discovering the hidden needs which need be addressed and implemented in the perception of various products, resulting in the increased effectiveness of sales /**20**/. The media are the missing link between man and the product, coming packed with promises of success and a better future. The totality of human being in the modern media and consumer society is threatened by a number of contradictory roles it takes. But all these roles represent the short-term experience in relation to the identity of molded construction. The preferred audience is

one that is composed of individuals that resemble one another, and who think alike, or do not think much at all. All this either because they do not have time to fight the recession, or due to the simple lack of interest, hence - no doubt. Man, by nature, has a tendency to trust. Only those "who stand out", who are experiencing their the social molds as tight, doubt everything said or shown. They are looking for a source of information, because they believe that the information on the origin of knowledge is indicative of the truthfulness / untruthfulness of information. Struggling with an imposed manipulation, a man is usually alone, or in the company of cyber "friends". The advertising, through utilization of different techniques of persuasion, offers to compensate him/her all the modern communication the society fails to provide /**21**/. Advertising is like a mistress: relying on seduction, theatrics, originality and often manipulation. Audience often lays down its arms because the media, in delivering its persuasive content, thanks to modern techniques, is becoming an art in itself /22/. Deceit becomes extremely subtle and irresistibly resemblant of the truth. This is its greatest power. Not being recognized. If there is no doubt, there is no need to dig deeper. We have the truth, we can move on. Thus, the public reasoning of private persons gathered in the audience is orchestrated /**23**/. "Public opinion is a collection of opinions and attitudes about a particular social issue or situation, derived through the public political and communicational process, with the active participation of the media and citizens in its creation" /**24**/. Is the so formed public opinion realized from the same starting position? Have all the parties in the communication received the same treatment? In reference to this, the important position is the one between the broadcaster and the recipient, the individual belonging to different groups, the character of interpersonal relations, as well as the personal experiences and personality traits /**25**/. "Passive audience and powerful media have strongly encouraged the interest for exploring the manipulation quite in line with the normative assumptions and clearly ideologically dominant theoretical framework"/**26**/.

3 Conclusion

The theorists' referring to the power of media and the corresponding passivity of the media audience represents the drawing of attention to the position of modern man as a media "addict" Mass media are the most frequently owned by global capitalists, or are dependent on them as the biggest advertisers . This creates a servile-financial relationship of the media and journalists, which by means of potential threat, quickly creates perpetrators of imposed tasks. Each of these tasks is subordinate to the interests of the elite, never the interests of the masses. Intellectual potential of the masses is being permanently dulled by the superficial, "flashy" content that does not require exertion of the intellect. "Lightness" of such content is like a lullaby to the already deadened critical intellect. Fun for the senses distributed by the media is commonly accepted as a reward for a day spent in the real world that "drains" the energy thorough the constant demand of even greater efforts. An individual, a member of the media audience, is included in the daily process of creating capital for another, while such an effort is not leaving much room for finding the meaning of one's own existence. Dissatisfaction caused by such circumstances and all the gaps in a gray everyday ritual, a modern man compensates by giving power over to the media, allowing to be "tucked" in the words and pictures. "All you need can be bought" is the message deliver by media. For the vast majority of the audience such a media message is a road signpost pointing to the "Holy Grail". The road pay tolls, have not been considered. Thus, media messages are seamlessly moved into the subconscious. The media always say and show more than the audience recognizes. In such a context, the commissioned message is being delivered to imperceptibly manipulate the minds. The sobering of man as an individual and man as a member of the masses is a difficult mission. You need to make someone understand his/her being subject to deception, in order to motivate him/her to fight against it. Thus we arrive at a broad front, where our main weapon comes down to media literacy. Media literacy involves comprehensive sobering of masses, since the society divided into elite and the masses is constantly "pushing the little man" into ignorance, passivity and dependence on media.

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DIRECT DAILY DEMOCRACY

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Abstract
Development of communication technology at last twenty years, created conditions for revolutionary transformation of political organization, community, and maximal development of democracy. Integral IT applications enable organizational integration of political units on the state and local level of governance, optimization, maximization of complete service activities for citizens, and creation of completely new paradigm of the way society is organized. Implementation of free electronic signature for all citizens with right to vote enables not just complete business transaction, but almost completely free referendum maintaining. IT created preconditions for future realization of **D3 - Direct Daily Democracy**. It is open possibility for removal of intermediary at the process of creation of strategic plans of political units, and placing political elites on the footing of employed managers, with society defined plans, programs and tasks. Development perspective of the future do not ask question, are realization of direct democracy coming, question is when.

Keywords: information technology, political organization, democratization

Uvod

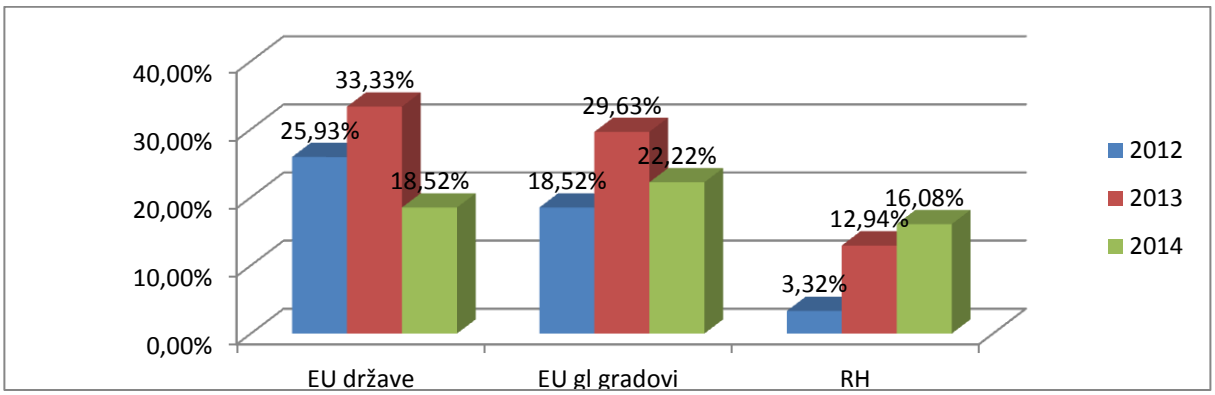
Istraživanja i suradnja s raznim razinama uprava kao i kreiranja elektronske uprave i implementacije informacijskog menadžmenta u njima, navodi na zaključak da su potrebne temeljne reorganizacijske promjene ili organizacija sasvim novog političkog sustava na temeljima informacijske tehnologije (IT). Kreiranjem prvog sustava elektronske uprave krajem devedesetih i njezinim implementiranjem u prvim godinama novog tisućljeća stvorene su pretpostavke razvoja koji se ipak nije dogodio. Ovaj rad nastoji utvrditi razloge odgađanja toga razvoja i generirati ideje koje bi ih mogle ukloniti i donijeti potrebne promjene na razini demokracije, efikasnosti i kao posljedicu imati povećanje kvalitete života.

1. Osnova demokratske organizacije političkih sustava

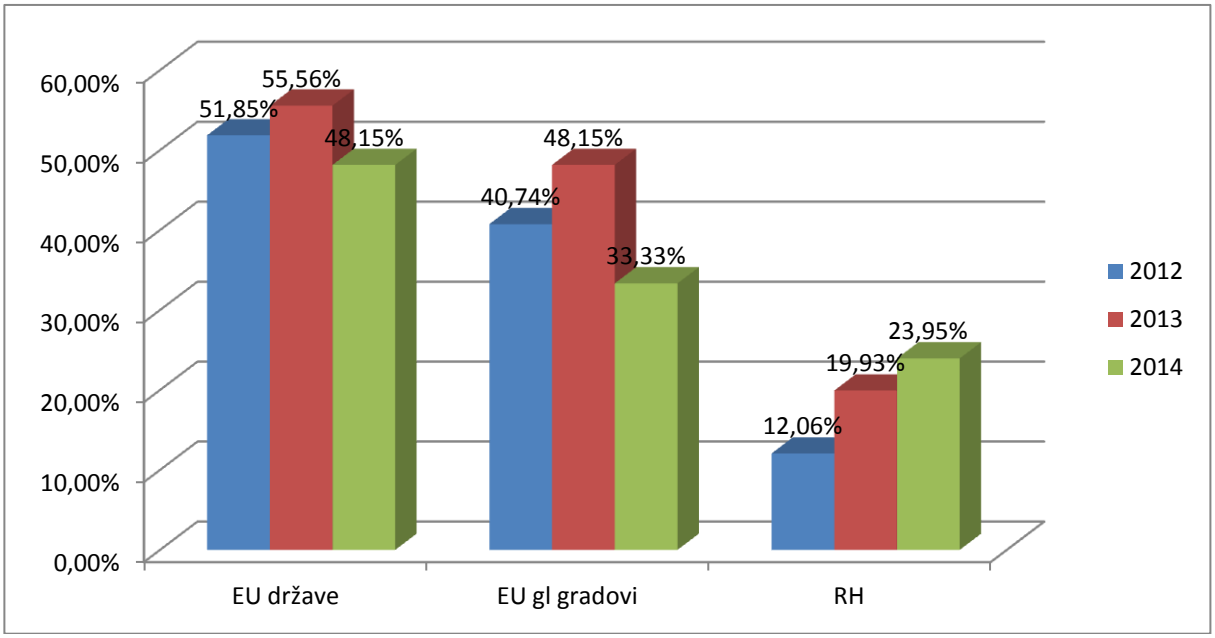
Politički sustavi današnjih naprednih država organizirani su u obliku predstavničke demokracije. Osnove su tih sustava demokratska načela; ravnopravnost, općih sloboda, sloboda informacija, sloboda izražavanja, mogućnost izbora i aktivnog biračkog prava. Organiziraju se izbori koji na vlast postavljaju izabrane na određeno razdoblje. Birači imaju priliku birati ljude na upravljačka mjesta u svoje sabore, skupštine i razna vijeća dajući im povjerenje u organizaciji poslovanja i života cjelokupnog društva. Birani ljudi u većini su slučajeva članovi stranaka koje se u natječu za osvajanje vlast i upravljački mandat za predviđeno razdoblje. Nakon pobjede na izborima, politička struktura pobjedničke stranke postavlja na izborna i vodeća radna mjesta ljude iz svoje stranke kako bi osigurala provođenje programa s kojim je dobila povjerenje biračkog tijela. Informacijska mrežna tehnologija krajem 90-tih godina postavila je pretpostavke za ogroman razvoj efikasnosti rada političkih cjelina, isto kao i veliko unaprjeđenje demokracije. Nakon tržišne primjene i političke organizacije su krenule u procese implementacija IT-a. Autor ovog teksta bio je i dizajner prvog integralnog sustava elektronske uprave implementiranog u više od 120 uprava u RH. Taj sustav podijeljen u 3 modula; administrativno upravljački, uslužni i demokratsko participativni, omogućavao je:

- objektivno (elektronsko) mjerenje efikasnosti svakog djelatnika administracije i efikasnu reorganizaciju poslovanja,
- cjelokupno elektronsko uslužno poslovanje uprave uz elektronski potpis, transfere dokumenata i financijskih sredstava
- suradnju građana birača s biranim tijelima u upravama u određivanju strateških pravaca, formiranju proračuna, projekata i kontrole rada uprava.

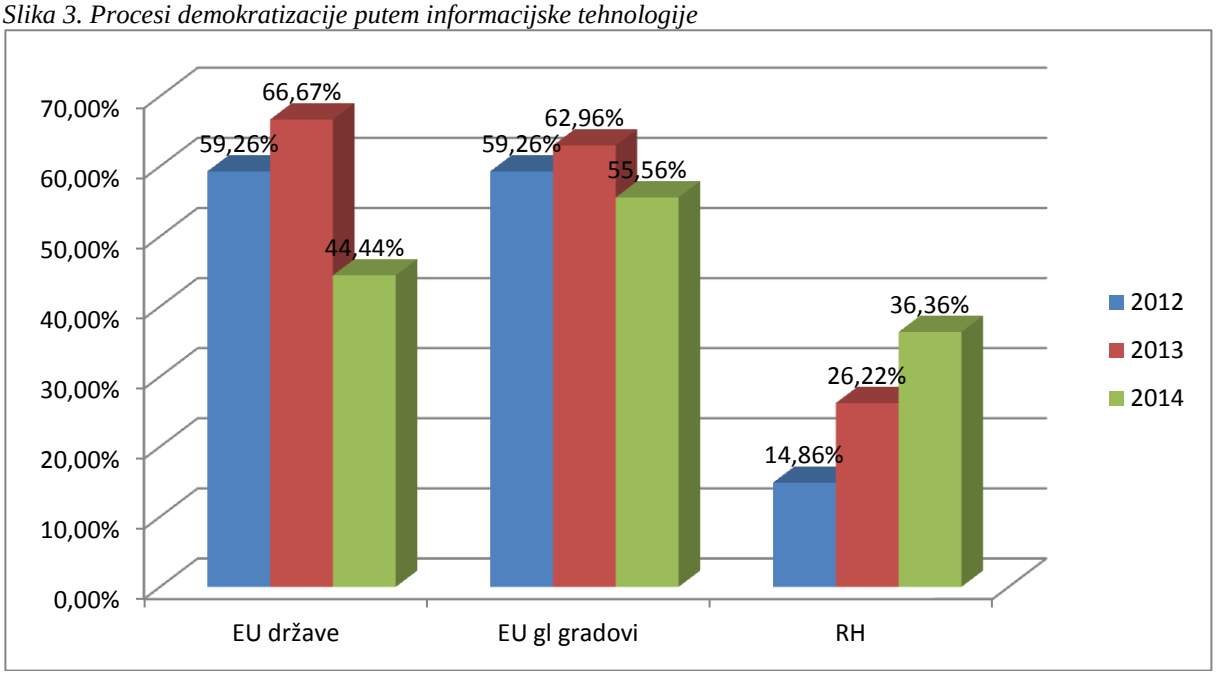
Ako pogledamo uporabu takvih sustava u državama EU u tri navedena područja vidjet ćemo sljedeće:
Slika 1. Uporaba integralne informacijske tehnologije u radu administracije



Slika 2. Uporaba uslužnih djelatnost putem informacijske tehnologije



Slika 3. Procesi demokratizacije putem informacijske tehnologije



2. Analiza organizacije rada političkih sustava

Analizirajući uporabu informacijske tehnologije u razvoju efikasnost i demokratizacije putem navedena tri podsustava u državama EU i RH, vidimo ne samo da mogućnosti ICT-a (informacijsko komunikacijska tehnologija) nisu iskorištene nego imaju padaju u uporabi, s izuzetcima nekoliko manjih država. Uporaba administracijskih CMS i MIS sustava kojima bi se mogla provesti „revolucija“ u efikasnosti rada uprava pala je s 33,33% u 2013. na 18,52% u 2014. Uporaba ICT-a u uslužnoj djelatnosti uprava s 55,56% u 2013. je pala na 48,15% u 2014. godini. Uporaba ICT-a u provedbi demokracije pala je s 66,67% u 2013. na 44,44% u 2014.

Vidimo da unatoč očitom postojanju svih resursa i pozitivnih elemenata, kao što su visoka obrazovanost administracije, kvalitetna IT i mrežna opremljenost, pad cijene softvera i dostatnost financijskih sredstava, ipak nema napretka u toj osnovnoj poluzi razvoja svakog društva. Možemo si postaviti pitanje zašto poslovno upravljačke političke organizacije društva ne mogu postići kvalitetu rada naprednih tržišnih tvrtki i organizacija? Odgovor se nalazi u dubljoj sustavnoj analizi, koja se proteže i na druge formalne i neformalne oblike utjecaja i suradnje. Navedimo slijedeće razloge kao kočnice razvoja:

- Prvo, izabrani zastupnici, dužnosnici, vijećnici, gradonačelnici, predsjednici došli su na vlast ne samo voljom birača nego i potporom svojih stranaka. Zbog te činjenice oni u svom političkom djelovanju moraju voditi računa jednako o interesu i boljitku stranaka kao i o dobrobiti uprave u koju su izabrani, a često o stranačkim interesima i više jer ih logika opstanka navodi na to.

- Drugo, zbog stranačke organiziranosti, veliki broj predstavnika zastupa političke cjeline koje su vidjeli samo na televiziji, ili u turističkom posjetu, a tijekom svog mandata po osobnim svjedočanstvima doslovno uopće ne kominiciraju sa svojom bazom koja ih je izabrala.

- Treće, shvaćanje i formiranje predstavničkih sustava češće naliči kazalištu apsurda. Za usporedbu SAD ima pedeset država i u senatu 100 predstavnika, odnosno, svaka država ima dva predstavnika bez obzira na veličinu i gospodarsku moć. EU nasuprot tomu ima u parlamentu 760 predstavnika, RH ima osam predstavnika. Pretpostavljajući da oni djeluju u interesu RH, njihov je zajednički utjecaj na odluke koje se tiču RH 1,05%, odnosno ništavan. S obzirom na razinu poštovanja demokratskog načela ravnopravnosti, u ovom slučaju treba promijeniti naslov *predstavnička* u *izletnička* demokracija.

- Četvrto, političke stranke imaju potporu svog biračkog tijela i najčešće financijsku potporu dijela gospodarstvenika. U svom mandatu oni su obvezni vratiti usluge i jednima i drugima, što zapravo u cijelosti remeti kvalitetne slobodno tržišne efikasne odnose.

- Peto, administracija živi na proračunu i nije opterećena tržišnim radom i tržišnom uspješnosti. Plaće iz proračuna bit će isplaćene bez obzira na uspješnost, efikasnost i demokratičnost uprava. Nagrađivanje novim mandatom nakon četiri godine dugo je razdoblje u kojem sve stranke računaju na marketinške poteze u svojim kampanjama, a ne na stvarna dostignuća u navedenim pravcima.

- Šesto, građani kao masa birača - upravljača, još nisu svjesni koje promjene u razvoju efikasnosti, demokracije i životnog standarda može donijeti kvalitetno provedena informacijska tehnologija u upravama.

3. Eliminiranje kočnica razvoja

Kad bi ovakva analiza bila provedena na nekom tehnološkom ili biološkom sustavu, rješenja bi bila jednostavna. Prvo bi bilo potrebno ukinuti paralelne formalne i neformalne parazitske sustave, kao bakterijske i virusne infekcije u tijelu i živčanom sustavu. Dakle, trebalo bi ukinuti stranački oblik demokracije i organizacije društva, koji je parazit na predstavničkoj organizaciji. Današnja tehnologija omogućava direktno glasovanje uz dnevni besplatni elektronski potpis. Sudionici predstavničke demokracije stalno nas uvjeravaju kako su referendumi skupi, posebno kad ne izražavaju volju vodeće politička opcije, a uz primjenu IT-a referendumi mogu biti besplatni i održavati se doslovno svakodnevno za sva ključna strateška pitanja društva. Ukidanjem stranačkog sustava riješene bi bile prve četiri od navedenih šest kočnica razvoja.

Uvođenjem kvalitetnih CMS (kontent menadžment sustav) administrativnih sustava koji objektivno mjere efikasnost svakog administrativnog djelatnika u upravama, omogućilo bi, ne samo objektivnu reorganizaciju uprava i rezanje rashodovne strane proračuna, o čemu se toliko govori, nego i nagrađivanje prema obavljenom radu, što bi dodatno djelovalo na razvoj efikasnosti rada uprava. Ta bi mjera riješila petu kočnicu u razvoju uprava.

I posljednji problem promjene percepcije i shvaćanje građana-upravljača što je njihova uloga i koje su mogućnosti otvorene informacijskom tehnologijom, trebao bi biti riješen istom tehnologijom kojom se služi upravljačka struktura. Retorikom i političkim marketingom, upravljačke strukture uglavnom prezentiraju sebe kao jedine nositelje posebnog znanja, uvjeravajući građane kako je političko gospodarstvena situacija tako složena da se tu ne vrijedi angažirati jer ju samo oni, autoriteti, mogu shvatiti i možda jednog dana riješiti. Dakle, rješenje je informiranje građana o tome što im omogućava besplatni elektronski potpis.

4. Sinteza novog sustava - (D3) Direktna Dnevna Demokracija

Rješenje koje će biti prije ili kasnije implementirano razvojem civilizacije i društva je **(D3) Direktna Dnevna Demokracija.** Politička organizacija uz implementaciju informacijske tehnologije i sustava glasovanja (elektronskog potpisa), gdje građani direktno raspravljaju, kreiraju i odlučuju o strateškim planovima razvoja, programima, projektima i proračunima svojih političkih cjelina. Umjesto sadašnjih biranih predstavnika, poslove provođenja definiranih planova obavljali bi profesionalci, **menadžeri javnog sektora,** koji se natječu za te poslove i upravljaju županijama, gradovima i drugim političkim sredinama, poštujući zakone koje su donijeli

građani, mjere, proračune i planove. U trenu kada odstupe od izglasanih planova, menadžeri gube posao i građani zapošljavaju druge po istom načelu kako vlasnici kompanija mijenjaju menadžere u tržišnim organizacijama.

Izvorna vladavina naroda nastala u Grčkoj, bila je procedura glasovanja o svim problemima putem crnog ili bijelog kamena. Zbog brojne populacije direktna je demokracija zamijenjena predstavničkom, a sad nam informacijsko-komunikacijska tehnologija omogućava povratak na pravu izvornu demokraciju jer brojnost populacije više nije teškoća. Direktnom dnevnom demokracijom, direktno se biraju i izglasavaju zakoni, programi, projekti proračuni i ljudi koji će ih provoditi i obavljati, transparentno nadzirani od zajednice u cjelini. Političke zajednice kao što je EU imaju mogućnost za opstanak ako se vrate osnovnim načelima demokracije, kao što je ravnopravnost i ravnoteža u zastupljenosti i prava liberalizacija tržišta. U protivnom, kad tad pojavit će se kritična masa birača koja će shvatiti svoj nepovoljni položaj i potaknut će promjene. Standardi informacijske mrežne tehnologije implementirani su i neupitni u svim sustavima. Može se reći da i to otvara mogućnosti manipulacija i to je istina, ali znatno manje nego današnji oblici političke organizacije. Kad bi se u potpunosti ukinuli stranački sustavi i organizacije, mogućnost manipulacija bi bila zanemariva.

Zaključak

Demokracija putem IM-a otvara novi razvojni put od predstavničke *demokracije izbora stranaka i ljudi* koju sad imamo, do *dnevne demokracije bitnog samostalnog demokratskog odlučivanja* u bliskoj budućnosti. Prva omogućava biranje željene političke opcije svakih nekoliko godina, dok druga na temelju kvalitetno strukturirane informacijske tehnologije može omogućiti svakodnevan izravan utjecaj najširega upravljačkog tijela. Razvoj demokracije ostvaruje se na načelima otvorene transparentnosti svih procesa te na brzom direktnom dvosmjernom protoku informacija, što je osnova svih komunikacija i ravnopravnih odnosa.

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SOCIAL-THEORY AND MEDIA APPROACH TO DELINQUENT SUBCULTURE OF VIOLENT SUPPORTER BEHAVIOR AS THEORY OF RITUAL AGGRESSION

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Abstract

This paper focuses on ritual aggression theory as one of theories which tries to explain the behavior of sport funs, mostly violent behavior. The paper is divided into four sections. After introduction, in second part main subject is deviancy and its theorists and approaches. Chapter three focuses on the ritual aggression theory. The last chapter gives conclusion. Ritual aggression theory tells about two different kinds of violation: ritual and realistic. First one is actually all about distraction of real violence because actions of sport funs are determined to humiliate sport fun of opposite sport club. Second one, the realistic violence is the real violence which needs to be distinguished from the ritual violence. Injuries which comes from ritual violence, says theory, are cause of aggressive reaction on police repression or just coincidence. Theory also emphasizes a media tendency to exaggerate some of violent incidents. The theory has faced some critics, but regardless, generally is considered as innovative and welcome in wide spheres of explanations on sport funs violent behavior.

Keywords: ritual aggression theory, anger, sports, sport funs, violence

1. UVOD

Devijantnost, delikvencija, zločini i nasilje predstavljaju ozbiljan problem modernog društva. Međutim, to nikako ne znači da je taj problem karakterističan samo za ovo novo i moderno društvo. Upravo suprotno, korijeni devijantnosti, delikvencije, zločina i nasilja sežu u najdalju poznatu prošlost.

Poseban problem predstavlja nasilje među mladima, koje ne dolazi do izražaja samo kao takvo, već i u daljnjem razvoju osobe uzima sve veći i veći mah. Primarno se ovdje misli na razvijanje devijantnosti i kriminalnog

ponašanja, čemu je uvelike pridonijelo činjenje nasilja od ranijih dana. Stoga, prema nasilju treba preventivno djelovati od najranijih dana te se treba truditi što prije, ukoliko postoji, uočiti takvo ponašanje.

Svijest o navedenim problemima se tek u relativno bližoj prošlosti povećala. Jednim dijelom za to je zaslužna i globalizacija, modernizacija te širenje podataka i informacija o problemima devijantnosti i sličnim problemima. Međutim, za povećanje svijesti o navedenim problemima velike zasluge imaju i brojni teoretičari devijantnosti, delikvencije i nasilja. Nasilničko ponašanje u ovo moderno doba uvelike je prisutno i na sportskim terenima, odnosno sportskim događajima. Postoje specijalizirani teoretičari i teorije koje se bave samo tim područjem.

Predmet ovog rada je delikventna subkultura nasilničkog navijačkog ponašanja kao teorija ritualne agresije, a cilj je proučiti zbog čega i na koji se način manifestira navijačko nasilje te kako to nasilje objašnjava teorija ritualne agresije. Prilikom izrade ovog rada korištene su različite metode, ponajviše povijesna, komparativna, deskriptivna i kompilacijska. Korištena je raznovrsna literatura koja obuhvaća knjige, znanstvene i stručne članke te relevantne internetske stranice. Struktura rada podijeljena je na četiri različite cjeline. Nakon uvoda proučavaju se različiti pristupi i teoretičari devijantnosti. Treće i ključno poglavlje bavi se teorijom ritualne agresije, a četvrto i posljednje poglavlje iznosi zaključak u kojem će se sumirati i sistematizirati ono najvažnije o čemu se u radu govorilo.

2. RAZLIČITI PRISTUPI I TEORETIČARI DEVIJANTNOSTI

Devijantnost je kršenje bilo kojeg oblika normi koje nameće društvena grupa ili društvo u cjelini. Nije lako uvijek utvrditi što je to devijantno, a da pojam devijantnosti s vremenom se i mijenjao, odnosno upotpunjavao. Primjerice, homoseksualizam se u antičkoj Grčkoj smatrao znakom estetske profinjenosti, a danas se negdje tretira kao kažnjivo djelo ili bolest. Isto tako, u određenim zemljama neka pojava može biti normalna, moralna ili dopuštena, dok je u drugim zemljama ta pojava devijantna.[248]

"Gdje god postoji bilo kakva mogućnost nazvati nešto 'normalnim', 'očekivanim', 'zakonitim', jednaka je izvjesnost da će se pojaviti i nešto 'nenormalno', 'neočekivano', 'nezakonito', što znači da je devijantnost (pojam) sveprisutan fenomen, te da nema društva u povijesti i sadašnjosti koje ne poznaje devijantnost. Nasuprot tome, jednako je prošireno nesuglasje o tome što je devijantno, a što normalno."[249]

Međutim, postoje različiti pristupi definiranju pojma devijantnosti. Ono u biti govore o istoj stvari, samom različitim pristupom i premisama. Ističu se statistički, apsolutni, normativni i reakcijski pristup.

2.1. Statistički pristup devijantnosti

Ovakav pristup definiciji devijantnosti temelji se na službenim statističkim podacima policije, sudova i ostalih državnih institucija. Prema tom pristupu devijantnost je otklon od statističkog prosjeka, tj. većinski obrasci, ciljevi i oblici djelovanja, načini razmišljanja će se nazvati normalnim, dok će se ono što odstupa od većinskog definirati kao devijantno.

Statistika daje informaciju o opsegu devijantnosti, ali i o društvenim karakteristikama devijanata, kao npr. o klasnom položaju, tj. imovinskom statusu. Međutim, ovakav pristup definiranja devijantnosti, kao i opsega devijantnosti, trpi određene kritike jer se prema službenoj statistici treba odnositi s određenom dozom opreza.

"Sve je više dokaza koji upućuju na zaključak kako u primjeni zakona vlada sustavna pristranost u korist moćnih. U načelu, ako neki pojedinac počini kriminalno djelo, što je na višem položaju u stratifikacijskom sistemu, to je manje vjerojatno da će biti uhićen, ako je uhićen da će biti osuđen, ako je osuđen da će biti proglašen krivim, ako je proglašen krivim da će izdržati kaznu u zatvoru."[250]

Postoje brojne studije koje pokazuju kako je manje vjerojatno da će biti uhićeni i suđeni delikventi iz srednje klase nego isti takvi počinitelji iz radničke klase. Ukoliko se navedeno smatra točnim, onda se netočnim može smatrati pretpostavka kako su mnogi oblici kriminalne devijantnosti uglavnom fenomen tipičan za radničku klasu. Isto tako, npr. statistika o zločinima i delikvenciji se isključivo temelji na zločinima koji su poznati policiji te takve brojke mogu biti uvelike različite od stvarnih brojki, odnosno stvarnih počinjenih zločina. Jedan dio zločina žrtve uopće ni ne prijave, a jedan dio zločina i ne rezultira uhićenjem što je vrlo važno jer se statistika može temeljiti isključivo na profilima uhićenih zločinaca, devijanata. Određeni autori zaključili su i kako

[248] Prema: Kregar, J.: Društvena kontrola i devijantnost, Sveučilište u Zagrebu - pravni fakultet, Zagreb, 2008., str. 331
[249] Matić, R.: Društvena promocija bezakonja, Hrvatska sveučilišna naklada, Zagreb, 2003., str. 65.
[250] Haralambos, M.; Heald, R.: Uvod u sociologiju, ČGP Delo, Oour Globus, Ljubljana, 1989., str. 408.

službena statistika devijantnog ponašanja nije pouzdano mjerilo broja i svojstava devijanata, bez obzira bave li se te statistike delinkvencijom, zločinom, duševnim bolnicama, ili uhićenjima zbog pijanstva ili uživanja droge.

2.2. Apsolutni pristup devijantnosti

Ovaj pristup društvene norme i vrijednosti definira neprolaznim, nadvremenskim i izvanprostornim kategorijama, te čistim, jasnim i obvezujućim za sve društvene članove u svim situacijama. Ovakva definicija polazi od pretpostavke da su temeljni društveni standardi očiti, ali i prihvatljivi svim članovima društva, bez obzira bili ti standardi utemeljeni na tradicionalan ili običajan način.

Iz ovakvog pristupa može se činiti kako se tvrdi da je devijantnost nužan dio svih društava. No, ono što je zanimljivo kod ovog pristupa je to da određeni autori tvrde kako stanovita količina devijantnosti ima pozitivnu funkciju te doprinosi održavanju i dobrobiti društva.

Primjerice, Emile Durkheim, francuski sociolog tvrdi da je zločin neizbježan jer svaki član društva ne može biti jednako odan "kolektivnim čuvstvima", zajedničkim vrijednostima i moralnim uvjerenjima društva. Budući da na pojedinca utječu različiti utjecaji i okolnosti, nemoguće je da svi budu jednaki. Tvrdi i kako zločin može biti funkcionalan jer svaka promjena u društvu počinje nekim oblikom devijantnosti, a kako bi ta promjena nastupila, ono što je jučer bilo devijantno danas mora biti normalno. Zločin postaje disfunkcionalan onda kada je njegova stopa neobično visoka.

Niz je autora, istraživača i sociologa razradio i obradio Durkheimovo mišljenje o pozitivnoj funkciji devijantnosti. Jedan od njih je i Albert K. Kohen, američki kriminolog. On je iznio nekoliko funkcija devijantnosti kao korisnih funkcija. Prvo, devijantnost može funkcionirati kao sigurnosni ventil jer može omogućavati bezazleno izražavanje nezadovoljstva (naravno, u određenoj mjeri). Drugo, ističe kako određeni devijantni postupci mogu poslužiti i kao korisno upozorenje koje pokazuje da određeni dio društva funkcionira loše.

2.3. Normativni pristup devijantnosti

Ovaj pristup definira devijantnost kao odstupanje od određenih normi koje propisuje neka društvena skupina. Svako društvo uspostavlja norme i određene obrasce ponašanja. Prihvaćanje tih normi i obrazaca ponašanja služi ujedno i kao kriterij normalnog i društveno prihvaćenog ponašanja. U tom smislu, nepridržavanje, odstupanje i kršenje tih društvenih normi i obrazaca ponašanja je devijantno ponašanje.

Dakle, prema ovom pristupu devijantno se ponašanje sastoji od onih radnji koje odstupaju od zajedničkih svijesti. U tom smislu, treba promotriti i zakon koji bi prema ovom pristupu bio prijevod već spomenutih zajedničkih vrijednosti u iste te zakone i statute. Izvršitelji zakona, policija i sudstvo, prevode spomenute zajedničke vrijednosti u djelo. Moć izvršitelja zakona stoga je shvaćena i prihvaćena kao legitimna vlast, pravedna, ispravna i dolična. Dakle, djelovanje zakona koristi društvu u cjelini jer odstupanja prema ovom pristupu treba obuzdavati i sprječavati, a zajedničke vrijednosti održavati i poticati.

Određeni autori ovakvog shvaćanja zastupali su i stajalište kako država ne radi dosljedno u korist pojedinih skupina (kao što su npr. interesne skupine i političke stranke), već predstavlja društvo kao cjelinu. Jedan od autora koji zastupa takvo stajalište je i William Chambliss, američki kriminolog koji je rekao da zakon predstavlja interese društva kao cjeline posredovanjem između konkurentskih interesnih skupina. Međutim, takvo je stajalište također izazvalo kritike, a kritičari su tvrdili kako zagovornici ovog pristupa ignoriraju one zakone koji očito služe interesima moći te kako zanemaruju sustavnu pristranost u korist moćnih pri provođenju zakona.

2.4. Reakcijski pristup

Reakcijski pristup definiranja devijantnosti uključuje društvenu ocjenu i odgovor socijalne kontrole kao kriterij normalnog i devijantnog ponašanja. Prema tom pristupu, odnosno shvaćanju, svaka društvena akcija ili radnja koju članovi društva ocijene devijantnom i prema kojoj se pokrene mehanizam sankcija će se ujedno i definirati devijantnom.

Howard S. Becker, američki sociolog i jedan od zagovornika ovakvog pristupa rekao je i pokušao dokazati kako društvene skupine stvaraju devijantnost donoseći pravila čije kršenje ujedno i čini devijantnost. Dakle, takvo stajalište govori kako devijantnost nije kvalitet čina kojeg neka osoba počini, već posljedica primjenjivanja pravila i sankcija na prekršitelja od strane ostalih. U tom smislu, devijant bi bio osoba na koju su ta pravila i sankcije uspješno primijenjene, a devijantno ponašanje je ono ponašanje koje ljudi tako etiketiraju.

Becker sugerira da, s jedne strane, u stanovitom smislu ne postoji čin koji bis se mogao nazvati devijantnim činom. Čin postaje devijantan samo kad ga ostali shvate i definiraju kao takva. Becker kao primjer navodi čin golotinje u zapadnom društvu. Golotinja u spavaćoj sobi, gdje su njeni akteri primjerice muž i žena, općenito se smatra kao normalno ponašanje. No, ukoliko u sobu uđe neki neznanac, tada će se golotinja smatrati devijantnim. Međutim, u određenim kontekstima, kao primjerice u nudističkim kampovima ili na nudističkim plažama, sudionici smatraju golotinju u nazočnosti stranaca sasvim normalnom.[251]

Kao primjer navodi i tučnjavu u siromašnom i bogatom kvartu. Tučnjava u siromašnom kvartu će se definirati kao dokaz delinkvencije, a u bogatoj sredini ista će biti definirana kao odraz i dokaz mladenačke živahnosti i energije. Dakle, riječ je o istim djelima, ali o različitim značenjima tih djela. Moguće je i da osobe koje čine određeno djelo isto shvate na drugačiji način od osoba koje to djelo promatraju.

Edwin M. Lemert, američki kriminolog, također definira devijantnost sa istog gledišta. Ističe važnost reakcije društva, odnosno reakcije drugih na devijante. U tom smislu, Lemert razlikuje primarnu i sekundarnu devijaciju. Primarna devijacija se sastoji od onih djela koja su javno etiketirana, a sekundarna devijacija je reakcija pojedinca ili skupine na društvenu reakciju.

Lemart je i zaključio kako društvena reakcija, koja je potaknuta zabrinutošću zbog nekih određenih oblika devijantnosti, zapravo može uroditi i samim plodom takvih oblika devijantnosti. Drugim riječima, društvena reakcija glede devijantnosti ponekad može imati upravo suprotni učinak.

2.5. Devijantnost kao odraz različitih težnja i želja

Neki smatraju kako postojeće teorije, od fizioloških, preko psiholoških i kulturoloških, do sociooloških u pravilu bezuspješno pokušavaju dati preciznu i istovremeno univerzalnu, općevažeću odredbu devijantnosti. Stoga, kada se govori o devijantnosti trebalo bi odgovoriti na pitanje je li riječ o[252]:

- patologiji i/ili anomiji,
- pobuni,
- subkulturi,
- gubitništvu ili
- obisnoti.

S obzirom na to o čemu je točno riječ, devijantnost se može lakše interpretirati, shvatiti, analizirati i po mogućnosti spriječiti. No ipak, u konačnici, moguće je i da razlozi utvrđivanja devijantnosti pojedinca neće rezultirati pronalaženjem nekog ultimativnog rješenja kako agresivnom ponašanju pojedinca i njemu sličnih stati na kraj. Na umu treba imati kako bi, barem u teoriji, razloga devijantnosti moglo biti koliko i pojedinaca devijanta jer na svakog devijanta (barem u teoriji) može djelovati različiti splet okolnosti. Nešto drugačije vrijedi kada se devijantnost promatra kao kolektivna pojava, no o tome će više govora biti u narednom poglavlju.

3. KOLEKTIV I TEORIJA RITUALNE AGRESIJE

Kao što je spomenuto, devijantnost se nešto drugačije odražava na skupine nego na pojedince te vrijede neki drugi principi. Jedna od znanosti koja se bavi specifičnim problemima ponašanja ljudi kao jedinki i pripadnika manjih grupa je sociometrija. No, osim toga ta se znanost bavi i pojedinim spekulativnim pitanjima koja su se rađala u kontekstu teorije ljudskog ponašanja.

3.1. Društvene grupe

Društvene grupe pripadaju setu infrastrukturnih društvenih elemenata kamo se još ubrajaju: društvene uloge, društveni položaj, društvene institucije i društvene organizacije. Grupe su oblik uspostavljanja trajnih emocionalnih i funkcionalnih veza i odnosa među jedinkama. One se sastoje od dviju ili više osoba koje dijele osjećaj međusobne pripadnosti (jedinstva) i koje su povezane relativno stabilnim elementima integracije. Grupu iznutra veže osjećaj pripadnosti nekoj ideji. Temeljna obilježja grupe jesu[253]:

- granice: postoje za one koji su "unutra" i one koji su "vani";
- društvena tvorba: znači da su grupe imaginarni konstruktor za one vani, ali i realnost za one koji su unutra, jer su podređeni samo njima vidljivim pravilima i normama,
- specifični sustav vrijednosti i pravila ponašanja te

[251] Prema: Haralambos, M.; Heald, R.: Uvod u sociologiju, ČGP Delo, Oour Globus, Ljubljana, 1989., str. 412.
[252] Prema: Žugić, Z.: Sociologija sporta, Sveučilište u Zagrebu - kineziološki fakultet, Zagreb, 2000., str. 101.
[253] Prema: Žugić, Z.: Sociologija sporta, Sveučilište u Zagrebu - kineziološki fakultet, Zagreb, 2000., str. 141.

- osjećaj grupne pripadnosti.

Najčešći uzroci i povodi za nastajanje grupa jesu[254]:

- fizička blizina: grupa vršnjaka iz susjedstva, škole ili posla te u sportskom klubu,
- srodstvo: krvne veze - pleme, obitelj,
- vjernost: političke organizacije i zajednice, vjerske sljedbe;
- status: okupljanje ljudi sličnog društvenog statusa, položaja i uloge;
- ugovor: ekipe znanstvenika i umjetnika na zajedničkom projektu ili ideji, npr. unutar likovne škole, akademije i sl.;
- interes: strukovno i sindikalno povezivanje unutar iste profesije, npr. udruge trenera pojedinih sportova koji se organizirano bore za svoja prava i
- situacija: spontano okupljanje radi iznenadne potrebe, rješavanja gorućih problema, primjerice prosvjedne grupe (ulični demonstranti).

Dakle, vidljivo je kako grupe mogu nastati zbog različitih uzroka i povoda te da imaju različita obilježja. Samim time, jasno je i da postoji vrlo velik broj potpuno različitih, ali i dosta sličnih grupa.

Često se govori kako grupe mogu nastati na dva temeljna načina. Prvi je određen tzv. socijalnim agregatom, a predstavlja skupinu anonimnih osoba koje se slučajno okupe na istom mjestu u isto vrijeme. Druga mogućnost uključuje društvenu komponentu, a pokriva statistička grupiranja po određenim socijalno-demografskim obilježjima kao što su spol, dob, profesija, stupanj naobrazbe i sl.

Razlikuju se i primarne, sekundarne, referentne te terapijske grupe. Primarne grupe nastaju preko srodstva, fizičke blizine, vjernosti i sl. Za njih je znakovita malobrojnost, dugotrajnost, neformalnost, neprekidna interakcija i sl. Sekundarne grupe nastaju na funkcionalnom pristupu, a u njima se nalazi velik broj ljudi. Interakcije su usputne, odnosi kratkotrajni, očekivanja i podređivanja formalna. Također, u njima je prisutno načelo korisnosti, impersonalnost te djelomična angažiranost pojedinaca. Referentne grupe nastaju po tzv. usporednom obrascu - jedinke im žele pripadati ili ih izbjegavaju. Konačno, terapijske grupe podrazumijevaju ljude koji zajednički rješavaju određeni problem.

Navijači, kao društvena grupa, mogu se svrstati i u sekundarne i u referentne grupe. Čini se da one ipak češće nastaju po usporednom obrascu jer u njima najčešće ne postoji načelo korisnosti i slična načela karakteristična za sekundarne grupe. Navijači i navijački klubovi često se formiraju i održavaju baš zato što pojedinci takvoj grupi žeLi pripadati. No, navijači i navijačke skupine ujedno se mogu promatrati i kao subkulturne grupe. One su također dio društva.

3.2. Navijači kao subkulturna grupa

Subkultura (još i potkultura) je skup normi, vrijednosti i obrazaca ponašanja što razlikuje grupu ljudi od ostalih članova društva. Pojam koji se često, ali nepravedno veže uz subkulture je i kontrakultura koja predstavlja skup vrijednosti, normi, obrazaca ponašanja te općenito životni stil neke grupe, no, one koja je u potpunom raskoraku i proturječju s kulturom šire društvene zajednice. Pojedine subkulture jesu na tragu potpunog raskoraka s kulturom šire zajednice, ali zasigurno ne sve, pa čak ni većina.[255]

"Subkulture nastaju iz potrebe ljudi za pripadanjem i pronalaskom vlastitog identiteta. Odnos subkulture prema dominantnoj kulturi može se opisati kao svojevrsna odvojenost od dominantne kulture, a mogućnosti su[256]:

- prihvaćanje dominantne kulture,
- odvojenost od dominantne kulture, bez suprotstavljanja,
- otpor prema dominantnoj kulturi (kontrakultura ili alternativna kultura)."

Kada se govori o subkulturi najčešće su njeni akteri mladi. U nastajanju subkulture veliku ulogu ima i glazba, iako subkultura ne mora nužno biti vezana za glazbu (npr. navijačka subkultura). Subkulture ističu raznolikost, a neke od najpoznatijih subkultura su: rokeri, pankeri, metalci, hipiji, skinheadsi, hip-hoperi, rastafarijanci, itd. Subkultura može predstavljati i svojevrstan otpor i neslaganje s nečim. Međutim, glavna značajka subkulture svakako je zajednički način života određene socijalne grupacije koja predstavlja kulturnu raznolikost. Ako se takav način života suprotstavi dominantnom kulturnom modelu, preobražaje se u kulturni stil, tj. subkulturu.

[254] Ibid
[255] Prema: http://www.dekada.org/?Sociologija,sto-je-subkultura&d=3962 (8. veljače 2014.)
[256] Preveden, A.: Kulture i subkulture mladih, Mreža mladih Hrvatske, Zagreb, 2010., str. 28.

Iako subkulture mogu biti različite, mogu se izdvojiti zajedničke karakteristike, a to su[257]:

- samoorganiziranje;
- zajednički stavovi;
- karakterističan naziv:
- relativna trajnost:
- uzrast (mladež);
- poseban stil odijevanja, frizure, govora, glazbenog ukusa;
- nepropisanost uloga i način ponašanja.

Subkulture posjeduju svoju obilježenost i na kolektivnoj razini, stoga postoji[258]:

- delikventna subkultura, koja priznaje svoju devijantnu osobitost i zdušno je njeguje,
- kulturni bunt, koji se očituje u avangardnim umjetničkim formama i ekstremnim potkulturnim skupinama,
- reformistički pokret, koji dominantna kultura smješta uz sebe i tako "pripitomljuje" i
- politička borba, u kojoj se primjenjuju radikalna rješenja.

Smatra se da su se prve subkulture pojavile 1960. godina kada su se javili i brojni društveni pokreti. Dakako, bilo je to i vrijeme razvoja brojnih tehnoloških dostignuća, pa tako i već spomenutih medija koji su uz društvene pokrete imali ključnu ulogu u stvaranju subkultura. Pripadnici Čikaške škole bili su prvi koji su proučavali pojam subkulture u sociologiji.

Uzroci nastanka potkulture i razlozi pristupanja potkulturi nisu uvijek racionalni i zato ih ne treba bez ostatka tražiti u sferi racionaliteta. Potkulture veoma često nastaju bez posebnog planiranja, a usmjerene su često na bijeg od anonimne svakodnevice ispunjene dosadom, duhovnom prazninom i bezličnošću.[259]

"Od početka, pa sve donedavno, pojam subkulture u američkoj i britanskoj sociologiji vezan je isključivo uz mlade nižih klasa. Slika koju pružaju autori s početka socijalno-teorijskog bavljenja subkulturom, o "corner boysima" i "college boysima", u kojoj prvi predstavljaju dječake u "škvadrama" (bandama) s ugla ulice, dakle društveno nepokretljive adolescente radničkih zanimanja, a drugi njihove socijalno mobilnije vršnjake koji studiraju, zadržala se sve do danas. Također, teorijama o subkulturi mladih dominiralo je klasno određenje u kojem su američke "bande iz kvarta" i "dječaci s ugla ulice" bili subkultura unutar radničke kulture, a njima su se kasnije, u kontekstu Velike Britanije i tamošnje sociologije, pridružili i modsi, rockeri, skinheadsi, punkeri, nogometni huligani i drugi, kao tipične subkulture mladih radničke klase."[260]

Da bi subkultura doista opstala i bila snažna ona mora imati četiri stvari[261]:

1. predanost – biti potpuno predan svim članovima svoje grupe,
2. identitet – članovi moraju imati osjećaj pripadnosti i povezanosti sa skupinom kojoj pripadaju, stvarati različite perspektive od onih ljudi koji se nalaze izvan skupine,
3. posebnost – čine zajednički ukusi, ideali i vrijednosti same skupine koja se razlikuje od drugih grupa/ skupina,
4. autonomija – biti neovisna skupina, ne oslanjati se na mainstream kulturu, proizvoditi ono sto je zaista potrebno za grupu da bi ona mogla funkcionirati i napredovati.

Suvremena urbana društva, kao većinom multikulturna, sastoje se iz velikog broja potkultura, odnosno subkultura. Svi oblici identiteta na neki način dotiču se potkultura koje emaniraju posebne i različite vidove kulturnog života. Tako npr. nacionalni identitet predstavlja formu potkulturnog identiteta, kao što je i osobni identitet oblikovan u specifičnim uvjetima kulturnog života. To daje za pravo da se ukaže potreba zasnivanja još jednog tipa identiteta, a on se jednostavno može nazvati potkulturni identitet te on predstavlja bazu za mnoge vrste drugih identiteta.[262]

[257] Prema: Preveden, A.: Šminkeri - otpor mladih kroz rituale - gdje je tu otpor?, Mladi i društvo - pitanje identiteta, Mreža mladih Hrvatske, Zagreb, 2010., str. 28.
[258] Prema: Žugić, Z.: Sociologija sporta, Sveučilište u Zagrebu - kineziološki fakultet, Zagreb, 2000., str. 162.
[259] Prema: Božilović, N.: Identitet i značenje stila u potkulturi, Filozofija i društvo, Niš, 2006., str. 237.
[260] Perasović, B.: Sociologija subkultura i hrvatski kontekst, Društvena istraživanja, br. 2-3, Zagreb, 2002., str. 486.
[261] Prema: Miholović, D.: Aktualne subkulturne skupine u Hrvatskoj, Mladi i društvo - pitanje identiteta, Mreža mladih Hrvatske, Zagreb, 2010., str. 38.
[262] Prema: Božilović, N.: Identitet i značenje stila u potkulturi, Filozofija i društvo, Niš, 2006., str. 235.

Navijačka subkultura primjer je one subkulture koja nije nužno, ni većinom, vezana za glazbu. Navijačka kultura trebala bi značiti bodrenje nekog sportskog kluba, nošenje dresova, odlaženje na utakmice i donošenje rekvizita i transparenata. No, nažalost, često obuhvaća i nasilje, diskriminaciju te vulgarno i agresivno ponašanje prema suparničkim navijačima, ali i tzv. nevinim žrtvama, npr. obitelji koja je došla u miru pogledati utakmicu. Većinu navijača čine mladi ljudi koji osjećaju potrebu za emancipacijom i izgradnjom vlastitog identiteta.

Navijače se može promatrati kroz dvije zasebne skupine: jedni su oni navijači kojima navijanje predstavlja odmor, a drugi su oni koji navijanje shvaćaju ozbiljno te onda postaju agresivni i iz navijača postaju razbijači. Danas bi se moglo reći kako se navijače može promatrati i na četiri različita načina: navijač kao pravi navijač, navijač iz nekog trenda, navijač kao nasilnik i navijač kao politički aktivist. U posljednjih 15-ak godina navijači su postali politički entitet, njihove poruke su izazivale različite reakcije u javnosti, od prešutnog ili otvorenog podržavanja pa do kritiziranja, a ponekad i pravog demoniziranja. Stoga se postavlja pitanje kako su se navijači pretvorili od "vatrenih" pratitelja sportskih priredbi, orijentiranih prvenstveno na te priredbe, u subkulturu koja se sve više okreće samoj sebi i svojoj ulozi u društvu u kojem egzistira?[263]

Navijači su često težili skretanju pozornosti javnosti na sebe, no, osim toga, takva subkultura omogućuje i na neki način, svladavanje krize identiteta. Određene navijačke skupine imaju i svoj identitet i ono na čemu se temelje i što ih čini drukčijima. Međutim, često taj identitet dovodi do ekstremne komunikacije i odnosa prema svim onima koji ne pripadaju istoj navijačkoj skupini.

Nasilje je danas postalo veoma aktualnim i veže se uz navijačke skupine – novinske stranice se sve više pune nasiljem. Na taj način pažnju dobivaju ekstremni navijači koji odjednom tim svojim činom postaju "netko". Pod nasiljem se ne smatra samo fizičko, već i simboličko te verbalno nasilje. Naglasak se pokušava staviti na razliku između "ritualnog" i "stvarnog" nasilja. Međutim, danas nema te razlike jer vrlo brzo ritualno nasilje prelazi u nešto stvarno. No ono što je danas postalo zabrinjavajuće je to što sve češće "neutralni" gledatelji postaju žrtve nasilja te na taj način grupe huligana potiču svoje geslo: nasilje zbog nasilja. Nasilje je danas najpogodniji i najsigurniji način da se postigne društvena vidljivost – to je ono što prodaje vijest. Navijačke subkulture trebale bi doživjeti neku vrstu "katarze" te na taj način transformirati "opasno" u nenasilje.[264]

3.3. Teorija ritualne agresije

Postoje brojne teorije koje objašnjavaju i iznose svoje premise vezane uz navijačko ponašanje. Te teorije mogu biti psihološke i sociološke. Među sociološkima nalazi se i subkulturna teorija ritualne agresije. Ona je vezana uz spomenute obilježenosti subkulture na kolektivnoj razini, i to uz delikventnu subkulturu.

U sociokulturnom kontekstu subkulturne delikvencije (devijantnosti), teoretičari Marsh, Rosser i Harre razvijaju teoriju o fenomenu nogometnog navijanja kao primjeru ritualizirane agresije. Potkulturu navijača tretiraju kao jednu od značenjskih (semantičkih) praksi koja se razlikuje od dominantne kulture - u pojedinostima, ali ne u bitnome - kao mikrodruštvo unutar globalnog društva. Oni nogometne navijače promatraju kao pojedince koji svoj izgubljeni status i identitet u "svijetu rada" nastoje pronaći u slobodnom vremenu i nogometnoj mikrokulturi kao prigodi za stjecanje osobnog značaja ugleda i moći. Nogometni huliganizam smatraju proizvodom društvene sredine, a njegovoj agresivnosti dodaju i dozu biološke uvjetovanosti.[265]

Lombroso (talijanski vojni liječnik) je bio prvi koji je istaknuo značaj biološkog faktora u istraživanju kriminalnog ponašanja. Imao je golem utjecaj na kriminalnu antropologiju, tako da je čak od 1885. do 1915. godine na svjetskoj razini djelovalo i Društvo za kriminalnu antropologiju. Ta disciplina se zanimala za mjerenje tjelesnih sadržaja, kao i npr. obujma glave, te na temelju tih mjerenja izvodila zaključke o kriminalnom ponašanju. Kasnije je ova disciplina "evoluirala" u kriminalnu biologiju, u obliku Društva za kriminalnu biologiju koje je djelovalo sve do 1969. godine. Kriminalna biologija je za razliku od kriminalne antropologije istraživala i značaj okoline za kriminalno ponašanje, smatrajući zločin socijalnom pojavom.

Lombroso je 1876. godine naglasio važnost organskih činitelja kao uzroka devijantnog ponašanja u svojoj knjizi "L 'Uomo Delinquente" gdje je teorijski oblikovao rođenog zločinca. Dakle, Lombroso je na osnovi istraživanja bioloških karakteristika zločinaca i zatvorenika zaključio da postoje rođeni kriminalci kod kojih postoje snažne nasljedne sklonosti prema zločinu. Prema tom stajalištu, rođeni kriminalci ujedno nasljeđuju tjelesne osobine, odnosno, atavističko nasljeđe koje ima korijene u ranijim fazama evolucije samog čovjeka.

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[263] Prema: Miholović, D.: Aktualne subkulturne skupine u Hrvatskoj, Mladi i društvo - pitanje identiteta, Mreža mladih Hrvatske, Zagreb, 2010., str. 40.
[264] Ibid
[265] Prema: Žugić, Z.: Sociologija sporta, Sveučilište u Zagrebu - kineziološki fakultet, Zagreb, 2000., str. 163.

"Polazište tog shvaćanja je zamisao da su ljudi po prirodi obdareni agresivnim, destruktivnim nagonom. Takav nagon bio je funkcionalan u prethodnim fazama evolucije, ali je postao opasan kad je čovjek počeo živjeti u grupama."[266]

Lombrosova teorija o rođenom zločincu nije se samo temeljila na određenim pretpostavkama, već i na određenim praktičnim istraživanjima. Lombroso je proveo istraživanja obujma i veličine mozga na 5907 živih prestupnika i na 383 preminula prijestupnika. Ta istraživanja je usporedio s rezultatima koje je dobio u istraživanjima školske djece. Teorijski se oslanjao na Darwinovu evolucijsku teoriju i pozitivizam 19. stoljeća.

Međutim, Lombroso nije stao samo na opisu devijantnog ili izrazito potencijalno devijantnog čovjeka, već je i uspoređivao navedene prijestupnike i njihova obilježja, s obzirom na vrstu prijestupa. U svojim istraživanjima, zaključio je kako ubojice (karakteriziraju ih uska lubanja i ispupčene jagodice) nikada ne kradu, dok pak kradljivci (karakteriziraju ih napadna pokretljivost ruku i lica, male nemirne oči, guste i ispuštene obrve, rijetka brada, nisko zabačeno čelo) izbjegavaju fizičke napade. Osobe koje su sklone silovanju imaju duge uši, spljoštenu lubanju, približene oči, predugu bradu i tupi nos.[267]

U svojoj knjizi Lombroso je detaljno razradio svaku fizičku osobinu muškarca i žene, te istaknuo koje su osobine karakteristične za devijantnog muškarca i ženu, te koje su "predispozicije" za devijantne radnje. Međutim, takva njegova teorija naišla se na udaru brojnih kritika te je Lombroso kasnije, iako se to gotovo ni ne spominje u literaturi, više naglašavao socijalnu određenost individualnih sklonosti devijantnom ponašanju, nego određenost fiziološkim i genetskim osobinama čovjeka, te tako prilagodio svoju teoriju.

No, teorija ritualne agresije, može se reći, odlazi korak dalje od one Lombroseove i sličnih teorija. Teorija ritualizirane agresije razlikuje ritualizirano, odnosno simboličko nasilje te deritualizirano, odnosno stvarno nasilje. Zbiljsko, stvarno značenje nasilja, pripisuje ovom drugom tipu. Zastupnici smatraju kako se u ritualiziranom nasilju sve vrti oko ogorčenosti i poticanja na srdžbu. To se može objasniti i kao jedno od individualnih značenja koja opisuju osjećaj odbačenosti i obilježenosti u pripadnika omladinskih subkultura.

Ritualizirano nasilje uključuje ljutnju, odbačenost i pogoršanje (potrebu za istim). Određeni teoretičari navode kako su takve i slične karakteristike stare zapravo obilježje anarhizma,a to je obilježje staro koliko i sam čovjek. Takvo nasilje nije vezano samo uz sportske terene, već i uz mnoga druga područja društva. Ipak, često ga se može vidjeti na sportskim terenima te je takvo nasilje tipično za obredne sukobe i gomile.

"Cilj ritualiziranog nasilja, drže zastupnici ove teorije, zapravo je odvraćanje od pravog nasilja jer su akcije navijača usmjerene na to kako poniziti protivnika. U tim neredima vladaju, naime, nepisana pravila koja umanjuju mogućnost namjernog ozljeđivanja. Stvarne ozljede do kojih dolazi u navijačkim okršajima, Marsh, Rosser i Harre pripisuju ili skupinama koje reagiraju agresivno na policijsku represiju, ili slučajnosti. Medijsko preuveličavanje izgreda i nasilno uredovanje policije samo povećava mogućnost izbijanja ozbiljnijih sukoba."[268]

Zastupnici teorije proveli su i studiju u kojoj su 1980. pratili navijače kluba "Oxford United", pokušavajući tako provjeriti svoju teoriji. Između ostaloga, u svojoj studiji ukazali su na visok stupanj povezanosti incidenata i ispada nogometnih huligana s poremećajima u odgojno-obrazovnoj praksi. Navijači koji su bili intervjuirani izjavili su kako je škola dosadna institucija, a pravi život bi, prema njima, morao biti nešto drugo.

Njihova je teorija, u svakom slučaju, naišla na oštre kritike jednog dijela istraživača i teoretičara. Zamjera im se nepovijesnost te socijalna neutemeljenost određenih pretpostavki. Poriče im se pravo razlikovanja imaginarnog i stvarnog nasilja, no priznaje im se kritičnost prema medijskom preuveličavanju kada je riječ o navijačkim incidentima. Generalno se smatra kako je svrha takvog izvještavanja stvoriti atraktivne naslove radi povećanog interesa čitatelja, ali i drugih interesnih strana, kao što su nakladnici, oglašivači i dr.

Zasigurno, zastupnici teorije propustili su određene činjenice. Govore kako su akcije navijača usmjerene na to kako poniziti protivnika i da su stvarne ozljede rezultat ili agresivne reakcije na policijsku represiju ili slučajnosti. Teoretičari propuštaju da se dio incidenata događa čak i među istim navijačkim skupinama, odnosno među navijačima istog kluba. Nasilje se također odvija i izvan sportskih terena, prije i poslije sportskog događaja. Često se uništavaju materijalni resursi, neovisno o tome koji je navijač iz kojeg mjesta. Tako se

[266] Kregar, J.: Društvena kontrola i devijantnost, Sveučilište u Zagrebu - pravni fakultet, Zagreb, 2008., str. 334.
[267] Prema: Matić. R.: Društvena promocija bezakonja, Hrvatska sveučilišna naklada, Zagreb, 2003., str 72.
[268] Žugić, Z.: Sociologija sporta, Sveučilište u Zagrebu - kineziološki fakultet, Zagreb, 2000., str. 163.

primjerice događa da navijač pojedine skupine radi incidente po gradu odakle njegov klub potiče, pa čak i onda kada je njegov klub pobijedio. Neosporno da se u praksi događaju i takve situacije.

Nadalje, televizijske snimke, kao i fotografije iz različitih medija (bez obzira na preuveličavanje) jasno svjedoče o stvarnom i namjernom nasilju. Neosporno je da kod velikog broja "huligana" postoji i ritualizirano (simboličko) nasilje te da kod medija postoji tendencija preuveličavanja, no isto tako ne može se negirati da postoji i stvarno, namjerno, vidljivo i fizičko nasilje, što na materijalnim resursima, što na ljudima. Iako ovisi o stajalištu promatranja, nasilje ipak ne bi trebalo promatrati kao imaginarno ili simboličko, već kao stvarno. Postoje više i manje nasilni činovi, no svi su oni itekako stvarni. O tome najbolje mogu posvjedočiti nevine žrtve, promatrači, gledatelji utakmice koji ne poseže za ritualnim niti bilo kakvim drugim oblikom nasilja.

Ipak, bez obzira na sve primjedbe i kritike ove teorije, smatra ju se inovativnom i dobrodošlom u širim razjašnjenjima fenomena nogometnog huliganizma kao subkulturnog stila ponašanja. Danas u svijetu, ali i u Hrvatskoj postoje brojne navijačke skupine. Službena udruga navijača se uvijek ograđuje od incidenata te često i surađuje s odgovornim institucijama ne bi li stala na kraj divljačkom ponašanju. U Hrvatskoj su poznate nogometne navijačke skupine kao što su: Bad Blue Boysi, Torcida, Kohorta, Armada, itd.

4. ZAKLJUČAK

Jedna od teorija koja daje svoje viđenje navijačkog ponašanja, poglavito nasilničkog, je i teorija ritualne agresije. Ta je teorija vezana uz delikventnu subkulturu koja priznaje svoju devijantnu osobitost i zdušno je njeguje. Prema toj teoriji, subkulturu navijača tretira se kao jednu od značenjskih (semantičkih) praksi koja se razlikuje od dominantne kulture - u pojedinostima, ali ne u bitnome - kao mikrodruštvo unutar globalnog društva. Primjerice, nogometni navijači promatraju se kao pojedinci koji svoj izgubljeni status i identitet u "svijetu rada" nastoje pronaći u slobodnom vremenu i nogometnoj mikrokulturi kao prigodi za stjecanje osobnog značaja ugleda i moći. Nogometni huliganizam tako se smatra proizvodom društvene sredine, a njegovoj agresivnosti dodaje se i doza biološke uvjetovanosti.

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Cilj ritualiziranog nasilja zapravo je odvraćanje od pravog nasilja jer su akcije navijača usmjerene na to kako poniziti protivnika. U tim neredima vladaju, naime, nepisana pravila koja umanjuju mogućnost namjernog ozljeđivanja. Stvarne ozljede do kojih dolazi u navijačkim okršajima pripisuju se ili skupinama koje reagiraju agresivno na policijsku represiju, ili slučajnosti. Medijsko preuveličavanje izgreda i nasilno uredovanje policije samo povećava mogućnost izbijanja ozbiljnijih sukoba.

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MEDIA INFLUENCE ON AGRICULTURE IN CROATIA

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Abstract
This paper deals with the influence of media on public opinion in order to indulge a ruling peak. I would analyse the influence of the media in creating public image of agriculture in Croatia. This research would highlight key points which support understanding and the summary of the situation, the actual state of agriculture, food processing and food capacities, plus the influence of the media in creating the image of the situation in agriculture, in order to pander to the top authorities. By its geographical position, agriculture should be the basis for our development, obviously with the Adriatic Sea. Its cuisine (including seafood) should be based on domestic agricultural and livestock production; however Croatia became marginalized and undervalued by both - the government and Croatian citizens, as well. Unquestionably, the media play a great role in creating that perception; therefore the aim of this paper is to show their undisputed impact on Croatia's political changes.

*Keywords***:** media, public, agriculture, government, politics

1.UVOD

U cijelom svijetu, a posebice u našem okruženju Europske unije, poljoprivreda je jedna od glavnih strateških grana. Proračunska sredstva europskih zemalja izdvajaju od 85 do 95% za poljoprivredu shvaćajući da niska cijena finalnog poljoprivrednog proizvoda, bilo da se radi o mesu, voću, povrću ili ratarskim kulturama, je uvjet za jeftiniji život građana neke zemlje, odnosno da takozvana košarica koju građani koriste za svoj svakodnevni život određuje BDP neke zemlje. U današnjim uvjetima niti jedna zemlja ne može, s obzirom na skupoću repromaterijala, energenata, cijenu goriva, proizvesti jeftinu hranu, već kroz određene mjere poticaja stimulira poljoprivrednike da bi uopće radili taj mukotrpan i zahtjevan posao. U visokorazvijenim zemljama zakon se prilagođava poslu koji je od strateškog značaja za neku zemlju, a ne da se posao prilagođava zakonu te zemlje. Europskog proizvođača cijene građani, u poljoprivrednim školama je navala da nema mjesta za sve, vrtići su naslonjeni uz farme krava kako bi već od malena djeca znala cijeniti vrijednost poljoprivrede, mediji o njima ne pišu kao o neradnicima, jer primaju državne potpore, nema senzacionalističkih natpisa kako bi se povećala gledanost emisija ili čitanost novina. Dakle, sve ono što je kod nas, nažalost, normalno.

Poljoprivreda je tvornica hrane na otvorenome.

U cijeloj Hrvatskoj, s obzirom na raznoliku klimu i vrste tla, postoje uvjeti za uzgoj i proizvodnju poljoprivrednih proizvoda. Po svom geografskom položaju, Hrvatska je jedna od rijetkih europskih zemalja koja bi mogla vlastitom proizvodnjom zadovoljiti gotovo sve potrebe za hranom: voćem, povrćem, žitaricama i mesom, a proizvodnja joj je na marginama i uvozimo gotovo svu hranu.

Hrvatska osim prirodnih bogatstava na kopnu i moru, leži na *č*istim izvorištima pitke, zdrave vode. Rijeke okružuju najveću ravnicu - Slavoniju i Baranju, a stopa navodnjavanja je neznatna.

Hrvatska poljoprivreda se uvelike temelji na stoljetnoj tradiciji, a mlađa populacija usvaja nove tehnologije kako u korištenju suvremene mehanizacije tako i nove načine primarne proizvodnje. Poljoprivreda traži puno rada. Ona je ta koja bi najlakše mogla riješiti problem velike nezaposlenosti i obnoviti selo. Za sve to Hrvatska ima golem potencijal, financijska računica je opravdana, ali nedostaje strategije i plan razvoja poljoprivrede.

Međutim, uz pomoć medija, u Hrvatskoj je stvorena slika o poljoprivrednicima kao o neradnicima – onima koji ništa ne rade, već samo čekaju poticaje i žive na račun državnog proračuna. Javnost ima sliku o poljoprivredniku kao nepismenom seljaku u pogrdnom smislu riječi, koji ništa ne zna i zaostao je u nekom prošlom vremenu. Razlika između našeg poljoprivrednika u odnosu na europskog je u tome što naš poljoprivrednik, uz posao koji obavlja, dodatno crpi energiju na šumu zakona i birokracije, ekonomije, meteorologije, mehanike i strojarstva ,

kako bi uopće opstao. Uz svoj posao, ipak nalazi vremena kako bi se dalje usavršavao i držao korak sa suvremenim europskim proizvođačima.

Svaki proizvođač je stvorio svoje radno mjesto kako za sebe, tako i za svoju obitelj. Uvriježeno je da industrija napreduje, da se ulaže u postrojenja, političari se silno vole slikati uz uspješne poduzetnike, mediji ih vole prikazivati, a kad je riječ o poljoprivrednicima onda većina javnosti misli da bi vjerojatno trebali orati volovima i drvenim plugovima, osuđujući ih što su digli kredite kako bi unaprijedili svoju proizvodnju, kupili novu mehanzaciju, zaboravljajući pritom da je svaki od njih založio svoj imetak i nasljeđe kako bi si osigurao radno mjesto. Normalno je građanima dizati kredite za automobile, vikendice, *peglanje* kartica, a istovremeno osuđuju ljude koji su sve uložili u svoje radno mjesto, dapače i predmet su sprdnje u smislu "tko ih je tjerao".

Tijekom godina mediji su naučili kako manipulirati informacijama i javnostima. Kad nedostaje vijesti, svi su blagonakloni prema poljoprivrednicima, prikazivanjima suvremenih farmi, razumijevanja njihovih problema, čuđenja kako nema strateških ciljeva i planova, planske proizvodnje, nerazumijevanja izvršne vlasti o važnosti poljoprivrede. Prateći prosvjede tijekom dvadesetak godina, vidljivo je da mediji nipošto nisu nepristran medij, već su u službi ili politike ili bolje gledanosti i čitanosti. U Hrvatskoj informacija ne mora biti istinita da bi bila objavljena. Dovoljna je indicija, a novinari koji ih objavljuju ne snose nikakvu odgovornost. Radi li se tu o slobodi medija ili širokom poimanju demokracije na hrvatski način?! U europskim zemljama i svijetu vijest mora biti sto posto istinita i potvrđena prije nego li se objavi bez obzira kako senzaciolna bila. U Hrvatskoj senzacionalizam ima prednost ispred utvrđivanja činjenica i vjerodostojnosti informacija.

U prilog tome govori da je 2013. godine izostala nagrada za istraživačko novinarstvo te da nije dodijeljena nikome, uz obrazloženje da pristigli radovi nisu zadovoljili kriterije u istraživačkom novinarstvu.

Zapravo je impresivan broj neistinitih informacija, poluinformacija, izjava bez dokaza i dezinformacija koje se praktički svaki dan plasiraju putem novina, portala i ostalih medija hrvatskoj javnosti.

Kada se informacije ne plasiraju u onom obliku u kojem bi trebale, hrvatska javnost stječe dojam da je hrvatski poljoprivrednik obični neradnik.

I baš u vrijeme prosvjeda seljaka, mediji se žustro hvataju potkopavanja svih vjerodostojnih informacija.

Zato je u prvom dijelu rada obrađen cilj, svrha i zadatak rada, hipoteze, metode te uzorak i vremenski obuhvat. U razradi rad se bavi povijesnim aspektima i političkim zbivanjima s osvrtom na poljoprivredu te analizom članaka o mljekarskim prosvjedima 2012.godine.

Mljekari su prosvjedovali od 14.3.2012. ispred Dukata u Zagrebu i Sirele u Bjelovaru, a prosvjedovali su i u Đakovu ispred logističkog centra Dukata, te ispred KIM-a u Karlovcu. Proizvođači nikako nisu htjeli pristati na novi tržišni izračun mljekarske industrije prema kojemu bi otkupna cijena litre mlijeka, koja je u siječnju 2012. bila 2,66 kuna, pala za 40 lipa. I tako su mljekari tražili staru cijenu od 2,65 lipa za litru mlijeka, dok su im distributeri željeli spustiti cijenu na 2,30 lipa za litru mlijeka.

Nedvojbenu ulogu u procesu stvaranja mišljenja o poljoprivrednicima imaju mediji, kao vodeći komunikacijski kanal, koji bi svojim izvještavanjem trebali informirati građane o aktivnostima koji se tiču prosvjeda i pregovora mljekarske industrije sa poljoprivrednicima. Mnoštvo je čimbenika koji utječu na vrijednost vijesti kao što su točnost, neobičnost događaja, relevantnost informacije, veza s prethodno navedenim informacijama, promptnost, jednostavnost, potencijalne posljedice koje će vijest izazvati, slikovni sadržaji, izostavljene vijesti ili informacije itd., a analizom sadržaja, kvantitativnim podacima utvrdit ćemo ove čimbenike.

Medij kao institut ispustio je svoj utjecaj da upozna javnost da je država u ovom slučaju štitila mljekarski lobi na uštrb domaćih proizvođača mlijeka koje je trebala zaštiti. Za taj isti mljekarski lobi veže se uvoz mlijeka iz okruženja, a u isto vrijeme se uništava domaća proizvodnja.

Sa završetkom empirijske analize članaka o prosvjedima mljekara u Hrvatskoj, dolazi interpretacija istraživanja, koja dovodi do zaključka koji dokazuje da su mediji odigrali veliku, ako ne i krucijalnu ulogu kako javnost doživljava poljoprivrednike.

1. METODOLOGIJA IZRADE RADA

1.1. Svrha, cilj i zadatak rada

Svrha je istraživanja istražiti i utemeljeno objasniti utjecaj medija na poljoprivredu u Republici Hrvatskoj.

Glavni cilj ovoga istraživanja bio je utvrditi razlike u načinu na koji vodeći hrvatski portali obrađuju teme vezane uz prosvjede mljekara u širem kontekstu.

Ciljevi ovoga istraživanja bili su analizirati medijsko izvještavanje o prosvjednima mljekara i njihovim pregovorima na hrvatskim portalima: Index.hr, Net.hr, Advance.hr, te utvrditi kvantitativna i kvalitativna obilježja članaka u periodu od mjesec dana (od 20.2.2012.do 20.3.2012.); utvrditi koji je portal najviše izvještavao o prosvjedima mljekara, utvrditi u kojoj mjeri su portali dali prostor izjavama mljekara, koliko su prisutni opisi prosvjeda, koliko se koriste dokumentarni snimci koji ilustriraju događaje kao i

uključivanje ministara, utvrditi u kojoj su se mjeri portali držali profesionalnih standarda izvještavanja i etičkih načela u novinarstvu:
- informacije moraju biti točne, istinite, objektivne, potpune i pravodobne
- informacije moraju biti uravnotežene
- informacije moraju biti razumljive
- informacije moraju biti provjerene - najmane dva primarna, nezavisna i imenovana izvora.

Zadatak rada je odabranom analizom utvrditi utjecaj medija na poljoprivredu u RH, te utjecaj na način na koji poljoprivrednici pokušavaju izboriti svoja prava.

1.2. Hipoteze

Case study obuhvaća širi kontekst izvještavanja o temama vezanim uz prosvjede mljekara. Širi kontekst odnosi se na svaku objavu na tri različita portala vezano za prosvjed mljekara, odnosno koliko hrvatski portali prate prosvjede mljekara. U okviru istraživanja postavljene su hipoteze:

1. Portali su o prosvjedima mljekara i njihovim pregovorima izvještavali dubinski, na objektivan, vjerodostojan i profesionalan način donoseći pluralnost mišljenja čime se ističe njihova informativna funkcija, a ne promotivna ili senzacionalistička.
2. U istraživanim tekstovima o poljoprivredi u Hrvatskoj mediji su imali značajan utjecaj na stvaranje negativne slike o poljoprivrednicima u Hrvatskoj, te su odigrali veliku ulogu u tome kako javnost doživljava poljoprivrednike.

1.3. Metode istraživanja

Za metodu istraživanja uzeta je analiza sadržaja. Metodom analize sadržaja utvrđene su glavne sadržajne odrednice triju jednih od najposjećenijih hrvatskih internetskih portala. Sadržaj je analiziran kroz sljedeće kategorije:

- vjerodostojnost
- novinarski stav o temi (pozitivan, negativan, neutralan) i utvrđivanje objektivnosti
- autorstvo - novinar redakcije, prenesene vijesti, novinska agencija itd.
- slikovni sadržaj (ima li ga, koliko i u kakvoj je vezi s tekstom)
- pozicija teksta u mediju + veličina članka (broj riječi) – tu se procjenjuje važnost koju određeni medij pridaje nekoj temi, je li tekst informativan ili promiče neki stav
- novinarska forma: vijest, izvještaj, izjava, tv prilog, intervju, itd
- ima li izostavljenih vijesti – ovo procjenjujete kod usporedbe medija – je li rečeno sve vezano uz tu temu ili je nešto namjerno izostavljeno, pa se time mijenja i smisao članka
- koliko se puta tema pojavila na naslovnici ili na prvoj stranici
- procjena važnosti informacije za javnost – relevantno/irelevantno
- frekventnost teme po tjednima
- ključne riječi

Hrvatski portali, oni koji su najposjećeniji, najčešće svoj prostor posvećuju informacijama iz područja zabave i sporta, politike, crne kronike, kulture i umjetnosti, te prenošenju informacija o raznim neobičnim i bizarnim situacijama.

1.4. Uzorak i vremenski obuhvat

Uzorak korišten u ovoj analizi obuhvatio je sve članke portala (38) koji su pisali o temama vezanim uz prosvjede mljekara i njihovim pregovorima na tri hrvatska portala: Index.hr, Net.hr i Advance.hr– u periodu između 20.veljače 2012. i 20. ožujka 2012. U odabiru uzorka vodilo se računa o tome da portali budu najutjecajniji i najčitaniji hrvatski portali, da vremenski obuhvat članaka bude recentan, tako da unutar toga okvira u analitički korpus uđu svi članci koji se bave tematikom od interesa za ovo istraživanje.

Kao što je rečeno, tematika je istraživana od 20.veljače 2012. i vođena je do 20.ožujka 2012. procijenjujući frekventnost i ostale kriterije.

2. POVIJESNI ASPEKTI POLITIČKIH KREIRANJA I ZBIVANJA S OSVRTOM NA POLJOPRIVREDU

Počevši od 1952.godine, istočnoeuropske zemlje provele su niz mjera s lokalnim varijacijama. Među njima je bila i Jugoslavija. Da bi poboljšale ekonomsku produktivnost, tržišne sile dobile su slobodniju igru. Bila je to kombinacija planske ekonomije i tržišnog gospodarstva. Poduzećima je dopušteno više autonomije u odnosu na plan. Proizvodni ciljevi su smanjeni, dok su u Mađarskoj bili u potpunosti ukinuti. Umjesto povećanja proizvodnje, cilj poduzeća postala je dobit. Bonusi su bili isplaćeni od ostvarenog profita. To je poticalo konkurenciju između poduzeća, ali i između radnika, jer radnici nisu mogli zaraditi bonuse, osim ako tvornice nisu stvarale profit. Poduzećima je, već tada, bilo dopušteno izravno kontaktirati jedni druge, a klijentima je bilo dozvoljeno izravno se obratiti

dobavljačima. Cjenovni sustav izmijenio se tako da su se podigle cijene poljoprivrednih dobara koje je vlada plaćala seljacima. Vrijednosni je zakon igrao sve važniju ulogu u gospodarstvu u cjelini. Nakon 1953. Mađarska i Jugoslavija napuštaju kolektivizaciju, te uvode slobodnije tržište za poljoprivredne proizvode. U to je vrijeme država (Jugoslavija) ograničila veličinu privatnoga posjeda na maksimalno 10 hektara, a ostatak zemljišta dobili su veliki kombinati.(Saba, 1981)[269]

Ograničavanje na maksimum zemljišta onemogućavalo je modernizaciju privatnih posjeda i dovelo je do postupnog zaostajanja sela u socijalističkoj Jugoslaviji. Taj je zemljišni maksimum ukinut 1990. godine u Hrvatskoj. (Dujmović, 2012)[270]

"U 1991. godini bilo je 410 tisuća poljoprivrednika, od toga 265 tisuća aktivnih (64,6%) i 145 tisuća uzdržavanih osoba (34,4%). Udio poljoprivrednog pučanstva u ukupnom bio je 9,1%, a aktivnog 13,1% u aktivnoj populaciji Hrvatske, premda se poljoprivredom kao "sporednom" djelatnošću bavio znatno veći broj u tzv. mješovitom tipu seljačke ili obiteljske poljoprivrede. Uz aktivne poljoprivrednike seljačke ili obiteljske poljoprivrede, u poljoprivrednu djelatnost bilo je te godine uključeno i oko 25 tisuća zaposlenih u poljoprivrednim tvrtkama i zadrugama" (Narodne novine, 2002)[271].

2.1. Prvo desetljeće hrvatske poljoprivrede

Činjenica je da nema mnogo članaka koji su se bavili poljoprivredom, a da su konkretno opisivali stanje u Republici Hrvatskoj.

"U Hrvatskoj je na kraju 1993. godine pad ukupne ekonomske aktivnosti mjeren indeksom bruto nacionalnog proizvoda iznosio 34% u odnosu na 1989. godinu, dok je industrijska proizodnja bila na razini 55,6% u odnosu na 1990. godinu. Tijekom razdoblja 1990.-1993. osjetno je povećan izvoz (iako je u apsolutnom iznosu opao zbog gubitka tradicionalnog tržišta bivše Jugoslavije i bivšeg SEV-a) što sve zajedno govori o nedostaku domaće potražnje i podzaposlenosti proizvodnih kapaciteta..." (Matutinović & Latković, 1998)[272]

Prema Marinkoviću, od privrednog uzleta nije ništa bilo već 1996. godine. Tada je u veljači industrijska proizvodnja bila za četiri posto manja nego u siječnju, a Hrvatska je sve manje izvozila. U prva dva mjeseca čak sedam posto manje nego u istom razdoblju lani, a pritom čak 56,5 posto izvoza otpada na repromaterijal, a samo 9,6 posto na opremu. Pad izvoza robe visoke potrošnje bio je 14 posto. Jedina zemlja s kojom je Hrvatska imala pozitivnu trgovinsku bilancu bila je Bosna i Hercegovina, iako je i to upitno, jer teško je provjeriti koliko je robe iz susjedne države stiglo ilegalnim kanalima. Glavne hrvatske privredne grane kao što su brodogradnja, poljoprivreda, turizam, strojogradnja,... gotovo su tada bile uništene. Hrvatska se promidžba trudila da sve to sakrije... hrvatska privreda već je tada bila pred kolapsom. (Marinković, 1996)[273]

Članovi Vijeća Udruženja stočarstva, ribarstva i prateće industrije 1998.godine istaknuli su da dotadašnja djelomična rješenja u financiranju poljoprivrede, kao što je regresiranje kamata za proljetnu sjetvu, neće biti uspješna ako se poslovne banke i štedionice ne oslobode obvezne pričuve prema HNB-u od 31,85 posto. Istaknuto je da se stočarska i peradarska proizvodnja, unatoč kratkoročnim mjerama, i nadalje smanjuje, ali da je prosječna stopa pada stočarske proizvodnje od 1995. do 1997. niža nego prije 1995. Dok su europske zemlje udvostručivale broj grla stoke, u Hrvatskoj se taj broj smanjivao za pet puta. Naveden je i podatak da se oko polovice potrebne količine mesa uvozilo, te da se njegova potrošnja od 1990. do 1998. smanjila za oko 20 posto. U 1997. godini ulov ribe bio je 7,6 posto manji nego 1996. (vijesti.hrt.hr, 1998)[274]

"Početkom siječnja 1999.godine, na koljena je bačena Karlovačka industrijamlijeka (KIM) - dotadašnji privredni ponos Karlovca i Korduna i najveće prehrambeno poduzeće u regiji - mnogi su Karlovčani, napokon, shvatili da je vrijeme za uzbunu. Razoreni su gotovo svi privredni subjekti. S više od 13 tisuća nezaposlenih u gradu i regiji, Karlovac, bivši industrijski centar na razini Jugoslavije, tada je postao gradom nezaposlenih, prognanika i izbjeglica, malih obrtnika i sitnih trgovaca, u kojemu je najvažnije postalo pitanje golog opstanka. U nizu na sličan način upropaštenih industrijskih centara - po prilici jednako tako razorene su i privrede Splita i Šibenika - Karlovac je zadnja, a možda i najdrastičnija stanica. Splitu i Šibeniku uvijek je, naime, nakon kolapsa industrije preostajala nada u razvoj turizma, te uz njega vezan razvoj poljoprivrede, prehrambene i sličnih industrija. Centar Korduna tih prilika nije imao, jer je bio tradicionalno usmjeren na industriju." (Rašeta, 1999)[275]

Ubrzo nakon toga, predsjednik hrvatske države odlučio se obratiti naciji. "Predsjednik, dr.Franjo Tuđman, najavio je stečajeve, smanjivanje javne potrošnje, porast izvoza i štednje, te uvođenje novih nameta i poreza... Ankete javnog mišljenja pokazale su da dvije trećine građana ne odobrava Predsjednikove "nove" ekonomske

[269] Saba, M. & P. 1981
[270] Dujmović, 2012
[271] Narodne novine, 2002
[272] Matutinović & Latković, 1998
[273] Marinković, 1996
[274] vijesti.hrt.hr, 1998
[275] Rašeta, 1999

mjere. One su procijenjene kao *sveta vodica* u odnosu na stvarno stanje u državi. Naime, bilježio se pad industrijske proizvodnje od oko 6, prerađivačke industrije od 11, a proizvodnje hrane i pića od čak 14,4 posto. Zdravstvo ima gubitak od četiri milijarde kuna, a mirovinski fond stalno bilježi manjkove i u gubitku je od oko 1,5 milijardi kuna. Oko 28 000 poduzeća je u blokadi, a unutrašnji dug narastao je na preko 12 milijardi kuna, nezaposlenih je preko 320 000 i stalno pristižu novi, međunarodni dug veći je nego onaj SR Jugoslavije i računa se da iznosi oko dvadesetak milijardi dolara, od čega je ova vlast uzimala po milijardu dolara godišnje... Sve to i mnoge druge brojke daju sliku privrede i države u rasulu, jer nema ni jedne jedine grane za koju bi se moglo reći da je profitabilna. Ono što je određeno kao strateško - poljoprivreda i turizam - možda se nalaze u najtežem položaju. Hrvatska je jedan od najvećih uvoznika hrane, a iako do tada nisu objavljeni službeni podaci tadašnje prošlogodišnje turističke sezone, zna se da je gubitak bio 1,3 milijardi kuna." (Marinković, Hrvatska odlučna ruka, 1999)[276]

Prvog srpnja 1999. započela je seljačka buna u Republici Hrvatskoj. Kako je tada prenio AIM press, ceste su bile zakrčene dugačkim kolonama. "Seljaci, nezadovoljni agrarnom politikom Vlade premijera Zlatka Mateše, traktorima, kombajnima i plugovima zapriječili su najvažnije prometnice od sjeveroistoka do sjeverozapada zemlje. Stvoren je priličan prometni kaos - bili su blokirani granični prijelazi s Mađarskom, Slovenijom i Bosnom i Hercegovinom, zapriječena je i najznačajnija prometnica, autoput Zagreb – Lipovac. Prosvjedi su trajali danima, bili masovni i dobro organizirani, njihov učinak je evidentan, a podrška seljacima - kolikogod to nacionalna televizija i državni mediji nastojali umanjiti ili drugačije prikazati - stizala je sa svih strana. Vlast je bila u nedoumici što uraditi: udovoljiti zahtjevima seljaka nije mogla zbog prazne državne blagajne; primijeniti represivne metode nasilnog razbijanja cestovnih blokada bilo bi prilično riskantno jer su socijane prilike u zemlji ionako eksplozivne; ostaviti *status quo* opasno je bilo iz dva razloga: seljačka buna mogla bi se proširiti i na radničku, a produžetak blokada cesta izazvati velike gospodarske štete. Zahtjevi seljaka - kojima je, kako u Hrvatskom saboru objašnjavaju i pojedini oporbeni zastupnici, voda došla do samoga grla - kolikogod bili realni, za Vladu su teško prihvatljivi. Poljoprivrednici su tražili ispunjenje tri za njih najvažnija uvjeta: da im država odmah isplati sav novac za isporučene poljoprivredne proizvode; da otkupna cijena ovogodišnjeg roda pšenice bude 1,32 kune po kilogramu i da se domaća poljoprivredna i stočarska proizvodnja zaštiti od prekomjernog uvoza." (Hedl, 1999)[277]

"U 2000.godini više od milijun ljudi u Hrvatskoj živjelo je od poljoprivrede. Pola milijuna obiteljskih gospodarstava povremeno se bavilo poljoprivrednom proizvodnjom. Čak 51 posto stanovništva koje se bavilo poljoprivredom starije je od 50 godina. Od 1995. do 2000. godine pokrivenost uvoza izvozom iznosila je tek 60 posto. Tek 290 obiteljskih gospodarstva u Hrvatskoj na svome je imanju imalo više od 15 krava." (Petković, 2000)[278]

Ulaskom Hrvatske u WTO, seljaci su bili i više nego raspaljeni na činjenicu da će dobiti još jaču vanjsku konkurenciju od dosadašnje, a na prosvjedima su posebice upozoravali na svoj položaj i nevjericu prema ulasku Hrvatske u WTO. Već se u 2000.godini počelo postavljati pitanje što to Hrvatska može ponuditi svjetskom tržištu, kada s obzirom na ondašnje stanje, već je tada spadala u velike uvoznike hrane. (Hedl, Nade i strahovi od WTO-a, 2000)[279]

2.2. 2001. – 2012.

Već početkom 2001.godine novinske su stupce punile vijesti o kravljem ludilu, iako u Hrvatskoj nisu zabilježeni slučajevi kravljeg ludila. "Promet je u mesnicama pao za više od 40 posto, a u svakom izlogu ističe se natpis "domaća roba. Sinjski mesari, dobrim dijelom opskrbljivači i splitskog tržišta, tvrde kako je njima, jednako kao i talijanskim kolegama, promet osjetno opao, uvjeravajući nas, međutim, da su za sve poprilično krivi i — mediji!?" (Ščepanović, 2001)[280] "Ministarstvo poljoprivrede i šumarstva još početkom veljače zabranilo je uvoz nekih dijelova tkiva većine preživača (goveda, ovaca i koza)."

Zahvaljujući velikoj medijskoj pompi oko "optuženih" kobasica, hamburgera, ćevapa i drugih proizvoda koji u sebi sadrže dijelove mozga i kičmene moždine goveda, promet ugostitelja pao je 70 posto, jer je i janjetina postala problematična. (Tolj, 2001)[281]

Podaci iz 2002.godine govore kako se "U Hrvatskoj proizvodi samo pet prehrambenih artikala više nego što joj je potrebno. Pšenica se proizvodi 8,2 posto više, kukuruz 3,3 posto, perad 1,9 posto, jaja 0,4 posto i vina 27,6 posto. Nedostaje, međutim, 47,7 posto biljnog ulja, 24,5 posto voća, 25,4 posto govedine, 15,3 posto svinjetine,

[276]Marinković, 1999
[277]Hedl, 1999
[278]Petković, 2000
[279]Hedl, 2000
[280]Ščepanović, 2001
[281]Tolj, 2001

20,9 posto šećera, 19,3 posto mlijeka 17,5 posto povrća,6,2 posto krumpira. Sav se taj manjak uvozi." (Pleše, 2002)[282]

Krajem 2002.godine u medijima se pojavljuju udarni naslovi: pojavila se trihineloza u Istri. Uz domicilnu firmu Coreliz Tara koja je pakirala meso, glavni krivac za meso zaraženo trihinelozom pronađeno je u poduzeću Mađarević iz Satnice kod Osijeka. Važni ljudi Ministarstva poljoprivrede i šumarstva predvođeni ministrom Božidarom Pankretićem detektirali su pojavu bolesti, a da zapravo javnosti nisu ponudili nikakve konkretne dokaze o trihinelozi. Firma Mađarević kompletno je uništena radi ove klevete, od onda je i zatvorena, a osamdeset radnika koji su radili u pogonu Mađarević je otpušteno. Tada su se te dalekosežne posljedice osjećale u cijeloj Slavoniji i Baranji, s obzirom da nitko više nije htio kupiti slavonske svinje.

U veljači 2003.godine u Splitsko - dalmatinskoj županiji dijagnosticirana je Q-groznica. Zbila se epidemija kod ljudi, a utvrđene su pozitivne reakcije na tu bolest kod ovaca. Ministarstvo je napomenulo da se epidemija širi, te da zaražene životinje šire uzročnika putem urina, fecesa, mlijeka i naročito placentom i plodnim vodama nakon poroda. Navedeno je da i izravan kontakt ljudi s oboljelim životinjama može izazvati infekciju, kao i sirovo nepasterizirano mlijeko.(Index.hr, Ministarstvo poljoprivrede o Q-groznici, 2003)[283]

S obzirom da je bolest proširena po svim kontinentima, mediji su joj u nedotatku vijesti dali više prostora nego što zaslužuje.

U mnogim medijima u 2004. godini naveliko se počelo govoriti o ekološkoj proizvodnji. No, u vrlo kratkom vremenu sve se izmijenilo. Jedna od glavnih vijesti postala je genetski modificirana hrana, te je ekološka proizvodnja pala u drugi plan. "Sjeme Pioneerova hibridnog kukuruza PR34G12 kontaminirano s 0,5 posto GMO sjemena MON 810 posijalo je, međutim, nezapamćenu paniku. Usjevi su i uništeni, a seljacima je ministar poljoprivrede Ivan Čobanković obećao nadoknaditi štetu sa 7.200 kuna po hektaru. Ako se zbroji 1.790 hektara uništenih usjeva kukuruza, država je seljacima novcem poreznih obveznika isplatila 12,88 milijuna kuna. Predsjednica Udruge za zaštitu potrošača izjavila je da je obaveza deklariranja GMO proizvoda uvedena tek u veljači 2004., dok je Ministarstvo poljoprivrede već 2000. uvozilo sjeme američke tvrtke Pioneer. Generalna zabrana uvoza GMO sjemena i proizvoda, koju je donio Hrvatski sabor, suspendirana je u trenutku pristupanja Hrvatske WTO-u, o čemu se u javnosti malo zna. Nakon pobliže istraženih činjenica, utvrđeno je da bi se GMO sjeme MON 810, zbog kojeg su uništeni usjevi kukuruza, moglo 2005. godine potpuno legalno sijati i konzumirati i u našoj zemlji, iz razloga što je isto još od 1998. dopušteno u državama EU, a Hrvatska bi radi budućeg članstva u Uniji trebala prilagoditi svoju regulativu." (Skender, Stajčić , & Jeraj, 2004)[284]

"Stanovnici Hrvatske, ako je vjerovati prognozama predsjednika HUGI-a Jelenića (Hrvatska udruga genetičkih inženjera, San Diego Center for Molecular Agriculture), ne moraju toliko brinuti o usjevima i sjemenu, koliko o činjenici da se zakon koji propisuje da je sastav namirnica nužno navesti na deklaraciji očigledno krši. Ništa bolje ne zvuči ni činjenica da Hebrangov pomoćnik i upravitelj sanitarne inspekcije, Ivo Afrić, nakon bombastičnih najava u proljeće 2004. o ispitivanju GMO-a u hrani, odjednom nije imao vremena razgovarati o toj temi, baš kao što ni njegov nadređeni, ministar zdravstva, nije želio objavljivanjem imena proizvoda u kojima ima preko jedan posto GMO-a pokrenuti linč koji bi takve tvrtke skupo stajao." (Skender, Stajčić , & Jeraj, 2004)[285]

U listopadu 2005. godine nije bilo novina koje nisu pisale o pojavi ptičje gripe. Dok je u cijeloj Hrvatskoj to bila glavna vijest, većina seljaka u Slavoniji i Baranji nije zapravo shvaćala bauk oko ptičje gripe. Znanstveni stručnjaci pojasnili su da se meso ili jaja pripremljeni kuhanjem ili pečenjem mogu konzumirati bez straha, pa je stoga i strah od dobivanja ptičje gripe posve neopravdan. I dok je ta priča potresala hrvatsku javnost, ono što je potreslo hrvatske seljake bila je izjava Ministarstva zdravstva da će svaka farma na kojoj bude pronađen virus ptičje gripe biti uništena, s obzirom da većina stanovništva Slavonije i Baranje u svojim dvorištima uzgaja barem neku vrstu peradi. (Index.hr, 2005)[286]

Te iste godine Belje, PIK Vrbovec i PIK Vinkovci završili su dugogodišnji proces pretvorbe i privatizacije, odnosno u završnoj ih je fazi kupio Ivica Todorić, koncern Agrokor. 10. studenoga 2009., u medijima je najavljeno da je prihvaćena ponuda Agrokora za kupnju Vukovarskog poljoprivredno-industrijskog kombinata d.d. (VUPIK), što daje do znanja da preuzimanje prva tri poduzeća nipošto nije izoliran događaj, već je bio dio očito dugoročne strategije Agrokora s ciljem stvaranja dominacije nad proizvodnjom hrane i poljoprivrednih proizvoda u Hrvatskoj. (Šverer & www.liderpress.hr, 2009)

Iako već dvije godine u medijima nije jenjavala priča o ptičjoj gripi, sve se više pisalo i o drugim bolestima životinja. 2006.godinu obilježavale su naslovnice o svinjskoj kugi na farmi osječkog Žita, iako nigdje nije bilo dokazano da se na farmi kuga uopće pojavila, iako je zabilježeno nekoliko slučajeva u pojedinim selima.

U to je vrijeme gospodin "Josip Friščić upozoravao da je zbog rasta uvoza hrane, RH u posljednje tri godine izgubila 21.000 radnih mjesta. Činjenica je da je već onda petina hrane dolazila iz uvoza, a istovremeno naši

[282]Pleše, 2002
[283]Index.hr, 2003
[284]Skender, Stajčić , & Jeraj, 2004
[285]Skender, Stajčić , & Jeraj, 2004
[286]Index.hr, 2005

seljaci nisu imali kome prodati što su proizveli. Već se tada naziralo da je počela katastrofalna politika za opstanak hrvatskih obiteljskih gospodarstava." Svinjogojstvo u Hrvatskoj došlo je u fazu stagnacije, a najveći razlog tome bilo je nesređeno tržište, a takozvana pojava svinjske kuge bila je pokriće za nekontroliran uvoz. Mjesecima se mediji nisu pošteno posvetili pisanju o svinjogojstvu, iako su u Ministarstvu predviđali još veći porast uvoza svinjskog mesa. "Da je Vlada mislila povećati nepovratnu potporu za gradnju novih farmi za uzgoj svinja sa 500 tisuća na milijun kuna, zapravo se samo Glas Slavonije posvetio pisanju o tome. Ministar Čobanković tada je tu nakanu objasnio tvrdeći da će samo velike hrvatske farme moći konkurirati poljoprivrednicima iz Europske unije." (Slavonije, 2006)[287]

"U lipnju 2007.godine Središnja depozitarna agencija (SDA) izvijestila je kako je Agrokor isplatio dioničare Tiska koji su prihvatili ponudu koncerna za preuzimanje, čime je i formalno okončan postupak preuzimanja Tiska."(Vujisić-Sardelić, 2007)[288]

Tim je potezom Ivica Todorić preuzeo kontrolu nad medijima.

Uz ionako loš medijski publicitet vezan za poljoprivredu, novinar Jutarnjeg lista Nino Đula napisao je hvalospjev Ivici Todoriću. Zanimljivo da u cijelom članku nigdje nije spomenuto da se uvidom u financijski izvještaj za 2007. godinu može vidjeti kako su se ukupne obveze Agrokora u godini dana povećale za 3,7 milijardi kuna. Obveze prema dobavljačima zadnji dan 2007. godine bile su nevjerojatnih 5,5 milijardi kuna, odnosno povećale su za 1,7 milijardi kuna. U 2006. je pokrivenost kapitala (aktive) obvezama bilo 67,5%, a na kraju 2007. godine je to iznosilo 72%. Agrokor je time ušao u krug visoko zaduženih kompanija, a svojim dobavljačima plaćao je u prosjeku kada je prošlo više od četiri mjeseca, bez obzira na ugovorne obveze. (I.M., 2008)[289]

I dok ga mediji prikazuju kao nekakavog spasitelja hrvatske privrede, žalosna je činjenica da su mnogi novinari zaboravili "potpomognuti" početak u kojem je od Privredne banke Zagreb i Zagrebačke banke dobio 400 milijuna njemačkih maraka kredita na imovinu. S obzirom na ono saznato od poljoprivrednika, a osobito ratara, Agrokor svojim dobavljačima nije plaćao i po šest mjeseci. Neshvatljiva je činjenica da uz toliko hvalospjeva po medijima, isto tako nije spomenuto da kada je izvoz u pitanju, niti jedna od Todorićevih tvrtki nije se nalazila među prvim izvoznicima u 2006. godini, ali je zato Konzum među prvim uvoznicima, i to uvozi proizvode iz susjednih nam zemalja poput Republike Srbije, Bosne i Hercegovine, te Makedonije, a u većini novina od 2006. može se vidjeti propagiranje Konzumovih proizvoda kao "made in Croatia", a Hrvatske nije ni vidjelo.

Baš se 2010. u HRT-ovoj poljoprivrednoj emisiji pričalo o Agrokorovom tovu svinja. Tada je gospodin Pajnić, šef farme, govorio da tov svinja ima perspektivu, da će 1/3 proizvodnje ostvarivati kod kooperanata, a 2/3 na vlastitoj farmi. Nadalje, rečeno je i da se to ne može ostvariti na starim farmama, već samo na novim, tehnološki podobnim za uzgoj svinja, za što je ipak potrebno ulagati. I onda na sve to, svaki se dan na televiziji vrti da proizvodnja Agrokora cvate, a oni neupućeni misle da je tako i Agrokorovim kooperantima, pa na tu silnu medijsku pompu ljudi dolaze do zaključka, da treba stupiti u kooperantski odnos s Agrokorom, jer tamo teče med i mlijeko. A nigdje na HTV-u nema intervjua s ijednim kooperantom, i ne može čuti prava istina o tome kako prolaze pojedini Agrokorovi kooperanti.

U 2012.godini mediji su bombardirali javnost leukozom, sijući strah među građanima kakvo mlijeko i mliječne proizvode konzumiraju.

"Leukoza je kravlja epidemija koja se manifestira kroz duži niz godina propadanjem goveda i gubljenjem količine mlijeka. Ni na koji način nije patogena za čovjeka. Meso bolesne životinje upotrebljivo je za ljudsku prehranu, a ni mlijeko ni na koji način nije zarazno za ljude. Ova bolest nije ništa novo, no testiranje je naredilo Ministarstvo poljoprivrede da bismo dobili status zemlje slobodne od leukoze i kako bismo mogli postati zemlja izvoznica. To testiranje ne provode, primjerice, Amerika, Kanada, susjedi, pa ni sve zemlje EU-a "(Hrvatska, 2012)[290] – a mi smo upravo uništili svoj stočni fond.

2012. je bila referentna za svakog stočara u smislu količine proizvedenog mlijeka, a uništenjem mliječnih krava, potakli smo još veći uvoz mlijeka. Još je zanimljivija činjenica da leukoza nije detektirana niti na jednoj velikoj farmi mliječnih krava, već samo na obiteljskim poljoprivrednim gospodarstvima, uglavnom Slavonije.

3. EMPIRIJSKA ANALIZA ČLANAKA

3.1. Kriterij - novinarska forma

Na većini novinskih portala radilo se o novinskoj formi - vijesti, koje su u većini slučajeva stavljene na naslovnu stranicu. Na Index.hr i na Advance.hr. su sve bile vijesti, znači kratke**,** jasne i pravodobne informacije o prosvjedima mljekara. Na Net.hr su od 17 tekstova, bila tri izvješća. Razlog tome je što je Index.hr izvještao u kratkim vijestima cijeli dan (i do četiri vijesti), dok se Net.hr očito posvetio jednoj do dvije veće vijesti na dan. Portal Net.hr je kroz izvješće iscrpnije pokazalo kako i zašto se nešto na prosvjedu dogodilo, koji je bio sam tijek prosvjeda, te koji su ljudi sudjelovali u prosvjedu.

[287] Glas Slavonije, 2006
[288] Vujisić-Sardelić, 2007
[289] I.M., 2008
[290] Hrvatska, 2012

Činjenica je da je izvješće od 24.2.2012. bilo nešto subjektivnijeg karaktera, pod tim se govori o vještini i dinamici pisanja, to jest izvještavanja i opisivanja prosvjeda, ali i njegovog izbora navedenih činjenica.

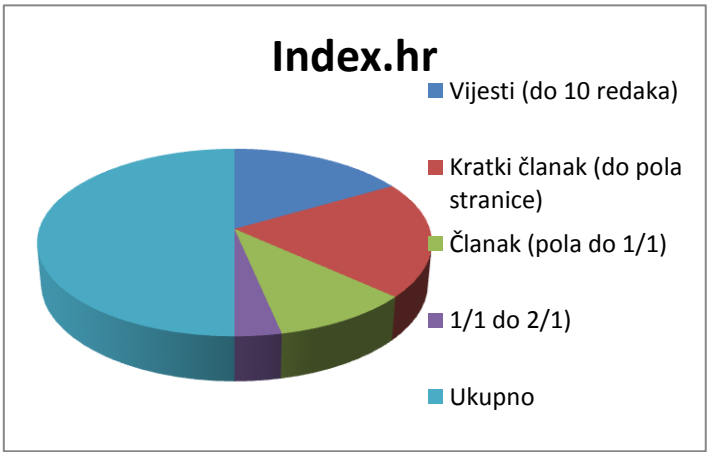
3.2. Kriterij – veličina teksta u člancima

Veličina teksta u članku određena je redovima i stranicama, stoga je

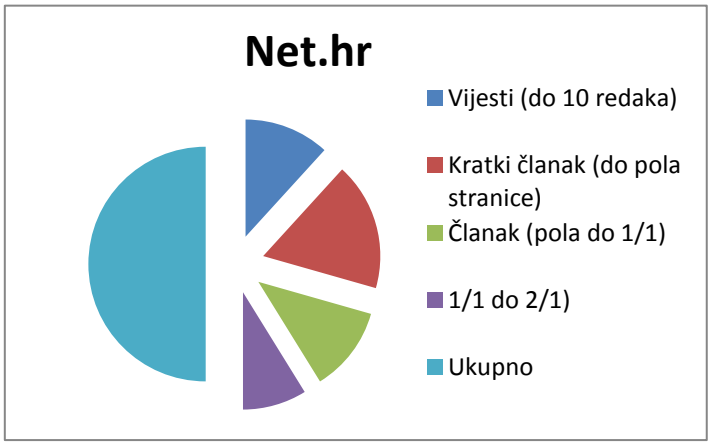
- Vijest – do 10 redaka
- Kratki članak – do pola stranice
- Članak – pola do jedne stranice
- Veliki članak – od jedne do jedne i pol stranice

Istraživanje je pokazalo da Index.hr ima najviše vijesti, iako realno ima manje članaka od Net.hr, dok je omjer kratkih članaka na Index.hr, Net.hr i Advance.hr relativno jednak ukupnom broju članaka na portalu. Članaka je više na Net.hr i to u vrlo maloj razlici naspram Index.hr, dok Advance.hr ima puno manje.

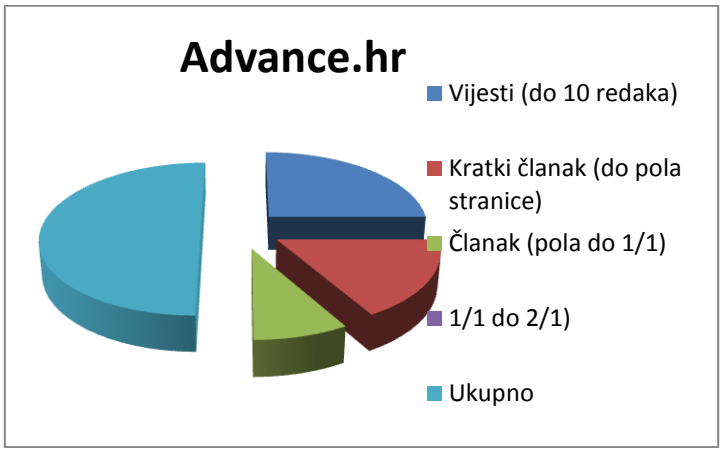
Veliki članci zastupljeniji su bili na Net.hr, pod pretpostavkom da je razlog tome što je Index.hr objavljivao baš svaku novinu, a Net.hr se bazirao na ono najaktualnije. Advance.hr je objavljivao samo aktualno i kratko, znači vijest. Iz ovoga se može zaključiti da nema više dužih i velikih članaka, detaljnih analiza, ili dubinskih i opširnih intervjua na portalima.



Graf 1. Prikazuje veličinu teksta u člancima na Index.hr portalu



Graf 2. Prikazuje veličinu teksta u člancima na Net.hr portalu



Graf 3. Prikazuje veličinu teksta u člancima na Advance.hr portalu

3.3. Kriterij – autor (grupa, pojedinac)

Net.hr je od 17 članaka na 3 članka imao ime i prezime autora, 5 redakcijskih tekstova, 5 članaka objavljenih inicijalima, 4 Agencija VLM. Index.hr je od 15 članaka imao objavljenih 6 pod MediaServis, 7 pod inicijalima te 2 pod inicijalima i MediaServis. Advance.hr nema niti jednog svog autora, već su članci preuzeti s Večernjeg.hr, Jutarnjeg.hr. i HRT-a. Kriterij - Autor (grupa, pojedinac)

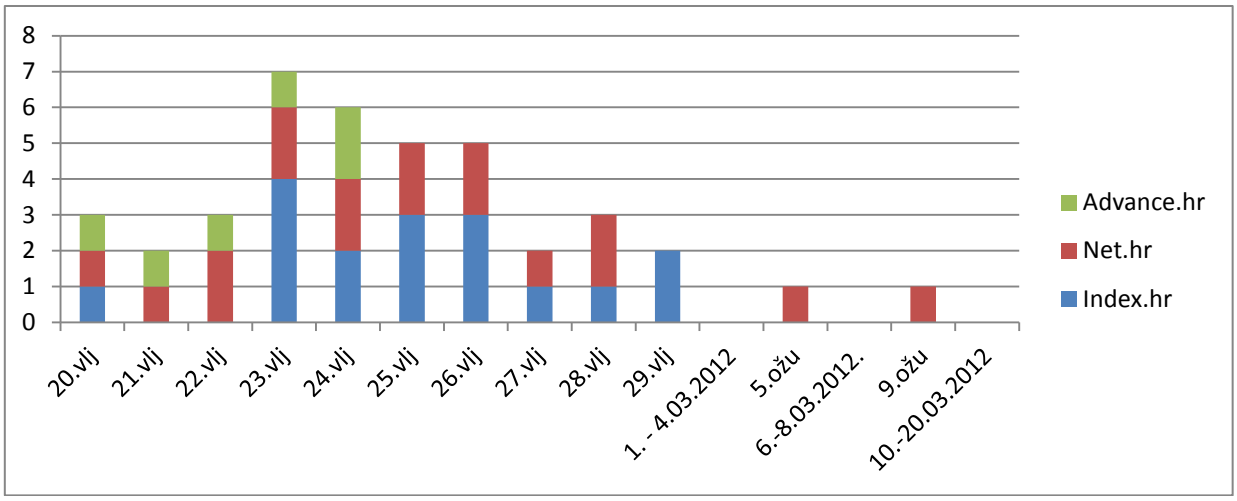
Net.hr je od 17 članaka na 3 članka imao ime i prezime autora, 5 redakcijskih tekstova, 5 članaka objavljenih inicijalima, 4 Agencija VLM. Index.hr je od 15 članaka imao objavljenih 6 pod MediaServis, 7 pod inicijalima te 2 pod inicijalima i MediaServis. Advance.hr nema niti jednog svog autora, već su članci preuzeti s Večernjeg.hr, Jutarnjeg.hr. i HRT-a.

3.4. Kriterij – Frekventnost

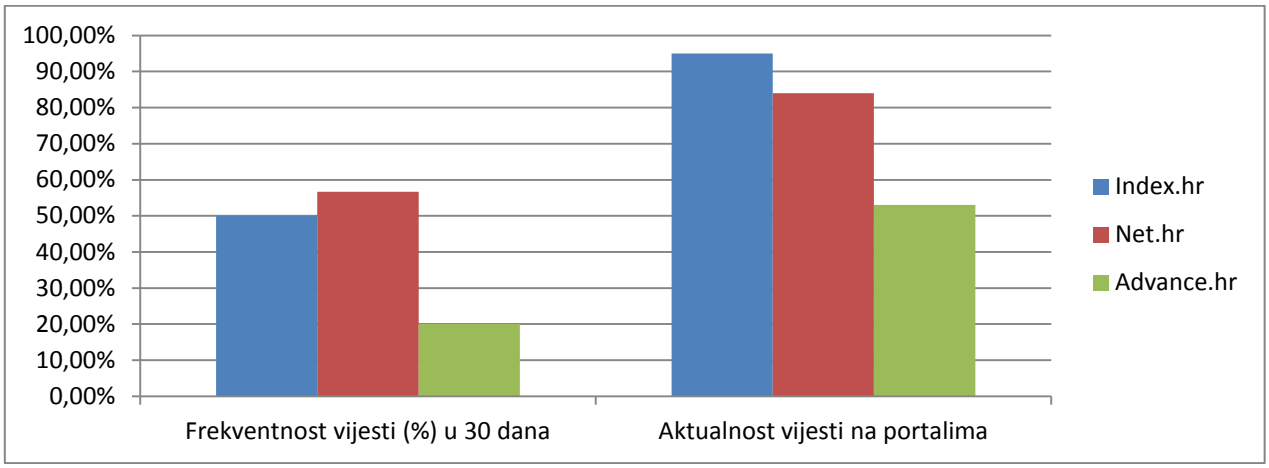
U trideset dana praćenja medijskih objava na portalima vidljivo je da je najveću pažnju prosvjedima mljekara i njihovim aktivnostima posvetio Net.hr (17 članaka), zatim slijede Index.hr (15 članaka) i Advance.hr (6 članaka).

Zanimljivo je istaći da je Index.hr - koji je, prema podacima, najbolji portal - nakon što se "prašina" oko mljekara spustila, jednostavno prestao izvještavati, odnosno istraživati i objavljivati nove informacije vezane za mljekare, mljekarsku proizvodnju i industriju, i o njihovim pregovorima. Advance.hr je vijesti o prosvjedima objavljivao tek nekoliko dana, šest, a nakon toga je također prestao izvještavati o novinama iz svijeta poljoprivrede, odnosno o mljekarima.

Net.hr je za razliku od prethodna dva navedena portala, ipak objavljivao sve novosti vezane za mljekare i to pravodobno, i jasno.



Graf 4. Frekventnost članaka na portalima



Graf 5. Prikazuje frekventnost i aktualnost članaka prema ukupnoj pojavnosti članaka

Istraživanjem je jasno da su najaktualnije vijesti bile na Index.hr, jer je na portalu dnevno bilo objavljeno i po četiri vijesti. Činjenica je da je Net.hr najduže pratio aktualne vijesti vezane za mljekare, Index.hr je svaku novu vijest istog dana objavljivao na portalu.

Aktualnost vijesti o mljekarima na Advance.hr manja je od 55%, što dovodi do zaključka da se ovaj portal nije pretjerano bavio aktualnostima vezanima za prosvjede i pregovore s mljekarima.

Aktualnost članka jedna je od važnijih dimenzija sadržaja internetskih portala.

3.5. Kriterij – novinarski stav o temi i utvrđivanje objektivnosti

Činjenica je da i jedan i drugi i treći portal prezentiraju istinu, ali u fragmentima. Dakako, važno je i pitanje kakva se to istina može objaviti prema jednom ili dva članka, ako se zanemare brojne informacije, izvori i činjenice koje u svakom slučaju negiraju sugestiju autora članka, kao što je na primjer neobjavljivanje poticaja koji su dobile velike firme, ili u gorem slučaju insinuacije o tome kako je jedan od prosvjednika oteo neku osobu.

Nažalost, očito je da nemaju svi novinari težnju da se profesionalno i etički odnose prema novinarstvu, pa je zbog toga sve više članaka na portalima koji naglasak stavljaju na senzacionalizam koji podiže čitateljstvo kao što je prema statistici vjerodostojnosti Index.hr (65%) i Net.hr (78%).

Činjenica je da autori članaka često ne žele zabilježiti apsolutno sve činjenice s kojima su upoznati, jer se svaka aktualnost sastoji od beskonačnog broja informacija, među kojima su i one kojima treba "zagrebat" ispod površine, pa i one informacije do kojih je nekima vrlo stalo da ostanu gdje jesu, neotkrivene. No, o tome se više diskutira pod kriterijima "vjerodostojnost" i "izostavljene vijesti".

3.6. Kriterij – pozicija teksta na portalu

Portali svakodnevno prate zbivanja na sceni, te o istima izvještavaju u *svojim* rubrikama. Na Net.hr članci su istaknuti u rubrici "Hrvatska", poseban box "Prosvjedi", a klikom na link otvara se nova stranica sa člankom koji izgleda isto kao i bilo koji drugi članak na Net.hr portalu. Na Index.hr i Advance.hr članci su samo pod rubrikom "Hrvatska" i otvaraju se jednostavnim klikom na njih.

3.7. Kriterij – tekst je informativan ili promiče neki stav

Činjenica je da u posljednje vrijeme pojedinci koriste medije da bi poluinformacijama, lažnim informacijama, te selektivno prikazanim podacima, ali i zanemarujući kontekst vremena, hrvatsku javnost dezinformirali o događajima ili osobama koje su vodile prosvjede ili udrugama koje se bore za seljake.

Jasno razlikovanje informacije od stava indikator je nepristranoga izvještavanja i objektivnosti. Analizirajući članke utvrđeno je da ne postoji statistički značajna razlika u broju tekstova koji razlikuju informaciju od stava u odnosu na broj tekstova koji to ne razlikuju.

Broj tekstova, za koje je procijenjeno da razlikuju informaciju od stava, je veći u odnosu na članke u kojima se ne razlikuju informacije od stava, no ta razlika u broju tekstova mijenja se od određenog datuma. Od petnaest tekstova na Index.hr pet ih promiče stav, na Net.hr, od sedamnaest, tri teksta promiču stav, dok su na Advance.hr svi članci informativne prirode.

3.8. Kriterij - tekst – (informativan/promotivan/edukativan ili pozitivan, negativan, neutralan)

Tekstovi na Advance.hr su apsolutno svi informativni, i posve neutralni, u periodu od 20. do 24.veljače i na Index.hr i na Net.hr tekstovi su bili čisto informativni, no od 25.veljače nadalje, u svakom tekstu, uz informativnost, ipak se na oba portala osjećao negativan prizvuk usmjeren na seljake.

Činjenica je da su od toga dana i krenule polovične vijesti, odnosno izostavljale su se neke važne informacije.

3.9. Kriterij - ima li izostavljenih vijesti

Više je nego važno osvrnuti se na jednostrano izvještavanje medija o objavljivanju poticaja OPG-a kako bi se izmanipulirala javnost i pokušalo umanjiti značaj zahtjeva mljekara.

Zanimljivo je da si ni Index.hr niti Net.hr nisu dali truda, provjerili i objavili koliko su poticaja dobila trgovačka društva iznjedrena iz bivših PIK-ova, koja su kupljena za 1 kn (od državnog interesa) tipa Belje - oko 91.099.946,00 kn, VUPIK-Vukovar- oko 20.865.516.67 kn i PIK Vinkovci – oko 8.825.094,09 kn, ŽITO Osijek - oko 11.365.514,00 kn, Mesna Industrija PIVAC - 3.401.603,00 kn, PPK Valpovo - 8.099.167,00 kn i mnogi drugi (web stranica Agencije za plaćanje).

Javnost ne zna da su ta ista trgovačka društva korisnici poljoprivrednog poticaja u vrijednosti 83% ukupnog poticaja, što ne znači i da ga ti isti ne trebaju i dobiti.

Objavljivanje isplate poticaja takozvanih vođa prosvjeda imalo je za cilj još više gurnuti u ponore ne samo proizvodnju mlijeka, već i poljoprivredu uopće, te s namjerom stvoriti negativno mišljenje javnosti o proizvođačima mlijeka i proizvođačima uopće, istovremeno štiteći razne lobije - koji mnogo novca daje u medije za promoviranje svojih proizvoda.

Portali koji su objavili iznose poticaja seljačkih vođa u smislu blaćenja istih, nisu našli za shodno navesti i podatak da je od kalendarske 2009. godine do 2011.propalo više od deset tisuća poljoprivrednih gospodarstava (ti podaci se nalaze na istoj stranici (Agencija za plaćanje) na kojoj su i isplate poticaja).

Taj podatak je zaslužio veću medijsku pozornost od vrijednosti isplate poticaja pojedinih seljačkih vođa.

Nadalje, također se na navedena dva portala izvještavalo kao da poljoprivrednici, niti mljekari niti ratari, nisu poreznici obveznici, a pune veći dio proračuna - tako da oni ne uzimaju tuđi novac, već samo dio novca koji su i sami u proračun dali! Poljoprivredna proizvodnja unosi u proračun preko 7 milijardi kn, a 20 do 30% od tog novca se s velikim kašnjenjem u poljoprivredu vraća u obliku tzv.poticaja i subvencija, tako da seljaci ne troše novac drugih poreznih obveznika, nego samo očekuju da se sukladno zakonu taj dio novca i vrati nazad u poljoprivredu.

Javnost nije svjesna da mali proizvođači poticaj ulažu u domaću proizvodnju, dok veliki koncerni novac dobiven iz poticaja ulažu u zemlje regije, tim istim novcem potiču uvoz hrane koju smo i sami sposobni proizvesti, uzrokuju rast nezaposlenosti - umjesto da budu piramida na koju će se osloniti domaća proizvodnja.

Čak i EU fondovi za poljoprivredu u svojim programima uvjetuju da strojevi i oprema, koji su predmet programa, trebaju biti iz članica Europske Unije, a naša država nije uspjela ugraditi mehanizam kontrole kako bi sredstva iz proračuna završila u hrvatskom gospodarstvu (poticaji), a ne da hrvatski proračun podupire razvoj zemalja u regiji, smanuje nezaposlenost drugih država i time potiče rast tuđeg BDP-a, a ne može postići rast vlastitog.

Država je išla u kontrolu poticaja kod malih obiteljskih poljoprivrednih gospodarstava, koji i tako sav novac ulažu u svoju proizvodnju, a niti jedna kontrola nije provedena kod velikih igrača, na što su mediji ostali nijemi u svojem izvještavanju.

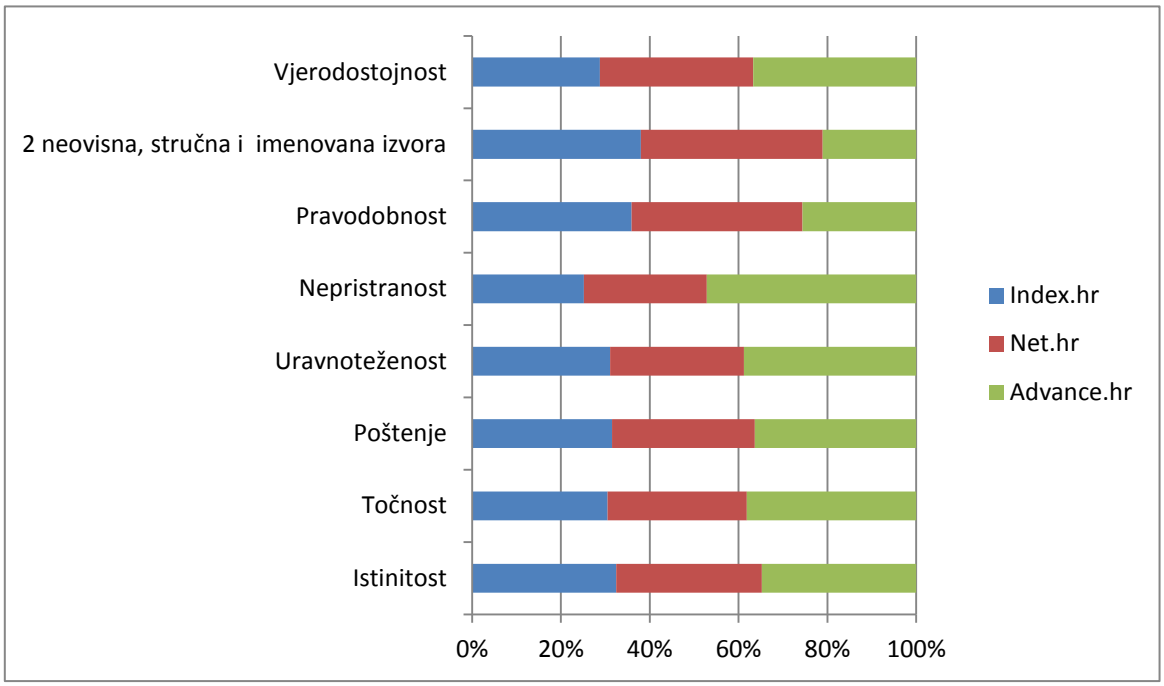
Posljednje zaduženje najvećeg hrvatskog koncerna popraćeno medijskom pompom i u javnosti prezentirano kao uspjeh, ustvari prikriva činjenicu da je koncern za jamstvo kredita dao svoje tvrtke, koje je od države dobio za jednu kunu, a samim tim su i jamstvo na tisuće hektara hrvatskog poljoprivrednog zemljišta.

Index.hr i Net.hr su iskompromitiravši pojedince za visinu poticaja uspjeli javno mijenje okrenuti protiv proizvođača i skrenuti pozornost s velikih, što je u suštini i bio cilj. Kad su si dali za pravo komentirati prosvjede, žalosno je da uz objavu poticaja seljačkih vođa nisu istražili i objavili podatke o velikim korisnicima tih istih poticaja, a koji u vrijednosti primljenih ulažu u zemlje regije: Srbiju, Bosnu i Hercegovinu i Makedoniju.

Jasno je da je najveći problem prešućivanje informacija koje bi mediji trebali prenijeti, a izostaje iz straha da će ostati bez sponzora, i financijera ili su jednostavno u službi politike.

Dosadašnje vlasti poljoprivrednike su trebale kao jaku glasačku bazu, čime su i dovele do mogućnosti manipulacije slikom javnog mijenja o njima, a trenutna vlast jasno je na početku mandata rekla da je poljoprivreda ne zanima, već da je prioritet građanska Hrvatska, što potvrđuje i određena simbolika da su za ministra najosjetljivijeg i najvećeg resora odabrali nekoga tko nije uspio voditi niti jednu seosku poljo-apoteku.

3.10. Kriterij – vjerodostojnost



Graf 6. Prikazuje u kojem se postotku članci na portalima pridržavaju profes. standarda izvještavanja

Profesionalni standardi izvještavanja	**Index.hr**	**Net.hr**	**Advance.hr**
Istinitost	93,33%	94,12%	100,00%
Točnost	80,00%	82,35%	100,00%
Poštenje	86,67%	88,24%	100,00%
Uravnoteženost	66,67%	64,71%	83,33%
Nepristranost	53,33%	58,82%	100,00%
Pravodobnost	93,33%	100,00%	66,67%
2 neovisna, stručna i imenovana izvora	60,00%	64,71%	33,33%
Vjerodostojnost	**65,00%**	**78,00%**	**83,00%**

Tablica 1. Vjerodostojnost članaka na portalima

Za potrebe analize sadržaja tekstova na portalima, prvotno se moraju definirati profesionalni standardi izvještavanja kako bi se došlo do vjerodostojnosti članka kojeg se analizira. U ovom istraživanju provjeravalo se poštuju li portali, odnosno autori tekstova profesionalne standarde izvještavanja - istinitost, točnost, poštenje, uravnoteženost, nepristranost i pravodobnost, kao i ono ključno - izvori na koje se novinari oslanjaju i koje citiraju. Iako s najmanje članaka, Advance.hr najviše poštuje profesionalne standarde izvještavanja, slijedi ga Net.hr, a zatim Index.hr. I više je nego jasno da je Advance.hr zakazao po pitanju neovisnih, stručnih i imenovanih izvora.

Medijske objave nastale na temelju neimenovanih izvora ili bez izvora uopće - publici su možda zanimljive, privlače pažnju i jednostavnije, ali pritom je njihova vjerodostojnost vrlo upitna.

Nadalje, ovaj graf i sama analiza jasno su pokazali da je najviše objava u odabranom uzorku utemeljeno samo na jednom izvoru, što postotak iz grafa jasno pokazuje. Prema tome se može zaključiti da se autori tekstova na portalima zadovoljavaju informacijama koje im servira onaj prvi izvor od kojeg nešto čuju ili kojemu se obrate, očito ne provjeravajući i ne istražujući dublje i dalje.

Od 38 tekstova objavljenih na tri hrvatska portala u 55,9% uopće nema citata, odnosno u 31,4% može se pronaći po jedan citat, a dva i više citiranih osoba u samo 12,7%.

Očito je da ni portali ne koriste u dovoljnoj mjeri citiranje vjerodostojnih izvora informacija, pa tako ni ne povećavaju svoju vjerodostojnost. Čak 37,6% analiziranih tekstova članaka ne sadrži citate, od toga 17,6% otpada na Advance.hr, portal s fokusom na unutarnju i vanjsku politiku i ekonomiju. U oko 65%

tekstova koji sadrže citate, citirana je samo jedna osoba, a tek u oko 20% slučajeva više osoba. Svega 9,3 % članaka su slučajevi proturječnih iskaza, od čega je 6,72% portala Index.hr.

Vjerodostojnost, odnosno neprofesionalnost se najviše vidi prema korištenju citata i izvorima koje novinar koristi, kao što je već rečeno – ključan kriterij. Prema pravilima novinarske struke, u svakoj se vijesti novinari moraju pozvati na najmanje dva nezavisna, stručna i imenovana izvora.

3.11. Kriterij - povezanost naslova s temom

U tri članka, od toga dva na Index.hr i jedan na Net.hr, naslov nije u vezi s temom, odnosno sadržajem teksta. Povezanost naslova s temom kao mogućim elementom tabloidizacije nije se pokazalo kao prevladavajuće, naprotiv, izravna veza naslova teme je zastupljena u većini članaka, što dovodi do zaključka da su članci na sva tri portala vezani za temu o kojoj govore, odnosno naslov je u izravnoj vezi s temom. Time djelomično potvrđujemo hipotezu o profesionalnom, tj. objektivnom i točnom prenošenju informacija.

3.12. Kriterij - najava članka na naslovnici

U središtu ove analize također se istraživalo ima li razlika u načinu na koji pojedini portali najavljuju članke na naslovnici. Pretpostavka je da su Net.hr i Index.hr uvjerljivo najviše puta najavili članke o mljekarima na naslovnici, tj. početku, tekućim događajima i završetku prosvjeda i pregovora s mljekarima, dok je Advance.hr posvetio nešto manje najava, točnije dvije.

3.13. Kriterij - jasnoća teksta

U većini članaka procijenjeno je da je tekst posve jasan, te da nema potrebe za prijevodom stručnih termina, jer ih u suštini ni nema. Rezultat analiziranja tekstova sa sva tri portala pokazuje da nema značajnih razlika između tekstova u člancima.

Ova analiza potvrđuje prvu hipotezu i pod njom se smatra da se u većini članaka nastojalo tematiku približiti prosječnom čitateljstvu, to jest građanima, prilagođavanjem stručnih termina i jezika, na način da je tekst u članku svima razumljiv. Tome treba dodati da je na Index.hr u podjednakom broju jezik teksta članaka proizlazi iz citata uglavnom jedne osobe, tj. govornika.

Činjenica je i da članci koji tematiziraju same prosvjednike u užem smislu, u većem broju temelje jezik teksta na izjavama govornika, dok članci koji tematiziraju ministra Jakovinu, Jadranku Kosor ili premijera Milanovića u širem kontekstu, u većem broju imaju jezik teksta kao proizvod konstrukcija autora dotičnog članka.

3.14. Kriterij – procjena važnosti informacije za javnost

Rješavajući problem relevantnosti nije dovoljno samo postići da svi podaci koji su uzeti u obzir pri reprezentaciji događaja budu relevantni, već je neophodno osigurati i da sve relevantne informacije budu uzete u obzir. Jedino se tako udovoljava zahtjevu potpunosti informacije, kao neophodnom uvjetu njezine stvarne istinitosti, ali i percepcije vjerodostojnosti.

Na Index.hr i Net.hr su neke relevantne činjenice ostale u zoni "sivoga". Novinarska praksa selekcije činjenica na kojima su se gradili tekstovi, očito je da se pretežno zasnivala na pristupu vrijednosti vijesti; pod ovim se podrazumijeva zanemarivanje određenih događaja (npr. zašto se u člancima gdje je bilo pitanje poticaja ne spominju "veliki"), činjenica pa i stavova, koje su autori članka na osnovu jedne pretpostavke o vrijednosti proglasili marginalnima.

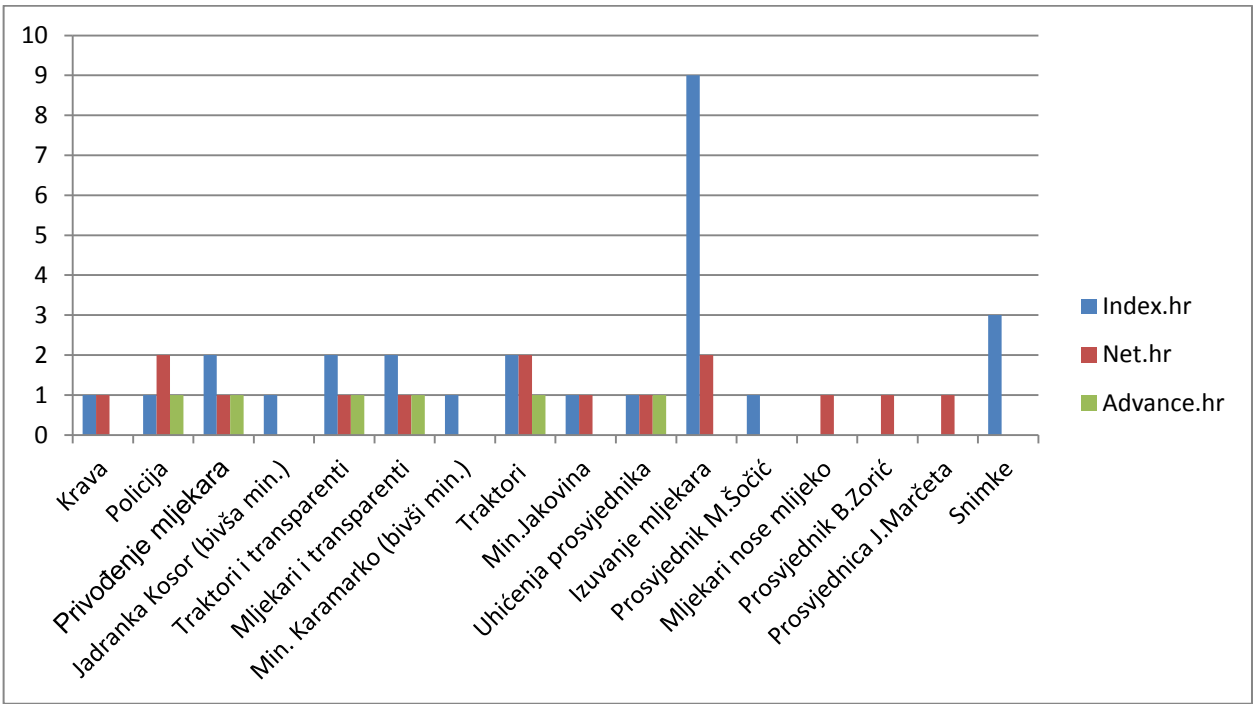
3.15. Kriterij - slikovni sadržaj

Sve slike u člancima rabljene su kako bi ilustrirale taj članak i događaje u njemu, odnosno čitatelj članak povezuje sa slikom. Slike su ilustrirale ono najbitnije iz članaka, znači kad je najbitnija vijest bila prosvjed i policija, tim slikama su potkrijepljeni članci. Još uvijek je fotografija jako moćan medij za neverbalnu komunikaciju. Prema grafu vidimo da je većina portala koristila u početku relativno slične fotografije, počevši od krava, pa do izuvanja prosvjednika. Također se vidi kako su i Net.hr i Index.hr stavljali slike bivših ministara i sadašnjeg ministra Jakovine. Kako je prosvjed sve više eskalirao, Index.hr i Net.hr svu su pažnju usmjerili na prosvjednike, stavljajući konkretno slike gdje oni daju izjave medijima.

Manipuliranjem slike pranja nogu u mlijeku, utjecalo se na emocije građana koji su na granici siromaštva, apelirajući da se proliveno mlijeko moglo pokloniti i nahraniti gladne.

Simbolika pranja nogu apelirala je na bezvrijednost proizvodnje mlijeka, to jest da je voda kao prirodni izvor skuplja od litre mlijeka koje se proizvodi. Tim jednostavnim alatom u potpunosti su uspjeli okrenuti javnost protiv prosvjednika, jer se više nitko nije zamarao suštinom simbolike.

Činjenica je da su fotografije dodatak, a koje u tom trenutku kada se baci pogled - hvataju interes čitatelja. Ako je slika dovoljno zanimljiva, čitatelj će se zaustaviti na njoj i pročitati naslov i ako interes ostaje, naslov članka se čita sljedeći. Ako je početak članka dovoljno zanimljiv, čitatelj će pročitati sve o tome. Pričanje priča slikama može biti više evokativno, dirljivo i potresno nego da se koriste riječi.



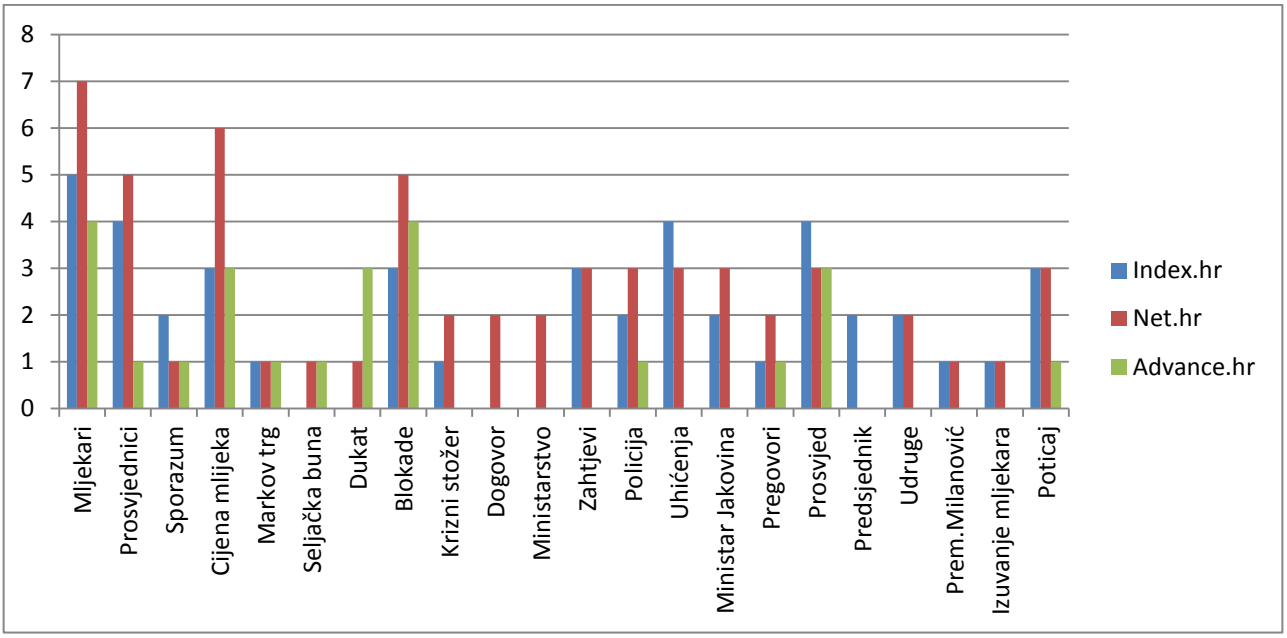
Graf 7. Predstavlja broj najčešćih slika upotrebljinih u člancima na portalima

3.16. Kriterij – ključne riječi

Ključna riječ, kao što joj ime ukazuje, jest riječ koja je vrlo važna za neki članak. Ključne riječi su, jednostavno rečeno, kratke fraze ili čak samo jedna riječ koja može opisati cjelokupnu temu dijela sadržaja, što znači da se određena fraza ili riječ koristi u više navrata u članku.

Prema ovoj analizi, odnosno grafu, jasno se vidi koje su riječi na kojem portalu ključne, i vrlo važne za sam članak.

Može se primijetiti da su na Net.hr najčešće ključne riječi bile: mljekari, prosvjednici, cijena mlijeka i blokade. Na Index.hr. ključne riječi su također bile: mljekari, prosvjednici, uhićenja i prosvjed. Kod Advance.hr se vidi da su mljekari također ključna riječ, a osim nje Dukat i blokade.



Graf.8. Predstavlja najčešće ključne riječi u člancima na portalima

4. REZULATI I INTERPRETACIJA

Interpretacija rezultata neizmjerno je važna faza u istraživanju. U interpretaciji rezultata prelazi se od činjenica iz rezultata na razmišljanje. Nakon obavljenog istraživanja, sređivanja podataka, kao i njihove

jasne statističke obrade, za potrebu ovog istraživanja statistički i grafički pregledi dobivenih rezultata su se prikazali. Kako bi se potvrdile ili opovrgnule postavljene hipoteze, u istraživanju se koristila metoda kvantitativne analize sadržaja tekstova na portalu. Za obradu i kategorizaciju tih tekstova, kao i u interpretaciji dobivenih podataka tj. rezultata, korištena je kvalitativna analiza.

Kao što je i očekivano, tri hrvatska portala, kada izvještavaju o prosvjednima mljekara i njihovim pregovorima ne pokrivaju sve teme koje se tiču prosvjeda mljekara i njihovih pregovora. 92 % od ukupnog broja članaka koji su analizirani u ovom istraživanju su vijesti.

Nadalje, istraživanje je potvrdilo da današnje portale obilježavaju kratke vijesti, veliki i udarni naslovi, velike fotografije, no to nije ništa začuđujuće jer je tematika bila jedna od najaktualnijih na sva tri portala. Istraživanje je pokazalo da je većina autora potpisana samo s inicijalima na svim istraživanim portalima, s time da istraživani portali objavljuju većinu autorskih tekstova – oko 65%, ali ima i oko 17% redakcijskih tekstova i oko 18% odrađenih od strane agencija. Daljnjim istraživanjem je dokazano da je u toku analize portala jasno da je najfrekventniji broj članaka o prosvjedima zabilježen na Net.hr portalu. U pogledu aktualnosti također postoje značajne razlike između portala s time da su članci Index.hr-a bili znatno više orijentirani na tekuće događaje (oko 95 posto ukupnog broja tekstova), dok Net.hr više piše o prošlim događajima, odnosno ne objavljuje više od dvije vijesti dnevno.

Stavljajući kod svakog članka novinarski stav i utvrđivanje objektivnosti, postaje jasno da su, generalno gledano, većinom objektivni i nespristrani, redoslijedom Advance.hr, Net.hr pa Index.hr.

Tekstovi na Advance.hr su informativni, i niti jedan od njih ne promiče neki stav. Od 20. do 24.veljače i na Index.hr i na Net.hr tekstovi su bili informativni, no od 25.veljače nadalje u člancima se promiče stav, gubi se nepristranost i objektivnost. Kada se detaljnije promotri tematska struktura članaka koji govore prosvjedima mljekara, rezultati istraživanja pokazuju da su portali, kao o dominantnoj temi, najviše pisali informativno i neutralno, a nešto manje negativno.

Nažalost, što se više situacija s mljekarima zahuktavala, kriterij – izostavljene vijesti potvrđuje da se člancima izmanipulirala javnost i pokušao umanjiti značaj zahtjeva mljekara, iako je obaveza autora članka da dopuni nepotpunu informaciju, ali u ovom slučaju i Index.hr i Net.hr namjerno su izostavili relevantne informacije i vijesti.

Vjerodostojnost članaka na Index.hr je 65%, Net.hr 78%, a Advance.hr 83%. Hipotezu prema kojoj hrvatski portali o prosvjedima mljekara i njihovim pregovorima izvještavaju dubinski, na objektivan, profesionalan način donoseći pluralnost mišljenja čime se ističe njihova informativna funkcija, a ne senzacionalistička ili promotivna samo smo djelomično potvrdili rezultatima istraživanja. Rezultati su, s jedne strane, pokazali da podjednak broj članaka jasno razlikuje informaciju od stava, konkretno na Advance.hr, u odnosu na broj članaka - Index.hr i Net.hr - za koji je procijenjeno da to ne razlikuju.

Nadalje, statistički značajno najveći broj članaka koristi samo jedan ili nijedan izvor informacija. U slučaju vjerodostojnosti, naročito navođenja citata pokazuju da se u najmanjem broju članaka navode citati više osoba. U tom smislu ne možemo govoriti da su članci o prosvjedima mljekara i njihovim pregovorima napisani dubinski, profesionalno niti objektivno, budući da nema jasnog razlikovanja same informacije od stava novinara, najčešće se pozivaju na ili citiraju samo jedan izvor. No, s druge strane, u prilog prvoj hipotezi svakako idu nalazi koji pokazuju da su u značajnijem broju članaka svi izvori imenovani što ukazuje na profesionalnost u prikazu teme. No, s obzirom da je značajno veći broj članaka koji ne imenuju izvore, to dovodi u pitanje istinu i točnost tijekom izvještavanja, i time se opovrgava prva hipoteza.

U prilog prvoj hipotezi također idu i nalazi vezani uz najave članaka na naslovnici, te procjenu povezanosti naslova i teksta. Za najveći broj članaka procijenjeno je da su članci bili na naslovnici. Bez obzira radi li se o člancima koji konkretno tematiziraju same prosvjede, statistički je značajna većina članaka za koju je procijenjeno da imaju izravnu ili barem posrednu vezu naslova i teksta. Ta dva nalaza zajedno ukazuju na to da se članci nisu koristili u promotivne svrhe, i time nisu gubili na objektivnosti, niti na profesionalnosti. U većini članaka procijenjeno je da je jezik jasan svima, da nema potrebe za prijevodom stručnih termina, te da u tom smislu nema značajnih razlika između tipova članaka na portalima. Ovi nalazi potvrđuju govore da se u većini članaka nastojalo tematiku približiti prosječnom čovjeku na način koji je svakom razumljiv.

Pružanjem pouzdanih i aktualnih informacija javnosti, objavljivanjem brojnih članaka portali nisu predstavili sve relevantne informacije iz svih područja koje pokrivaju, što najbolje potvrđuju podaci, odnosno izostavljene vijesti, čime se opovrgava hipoteza (1).

Slikovni sadržajima mediji su izmanipulirali javnost. Slike su ilustrirale sadržaj članaka na svim portalima, ali su imale manipulatorsku i senzacionalističku ulogu.

Jasno se vidi koje su riječi na kojem portalu ključne, i vrlo važne za samu analizu, znači relativno jednake riječi na svim portalima, što dovodi do potvrđivanja prve hipoteze.

Rezultati provedenog istraživanja ukazuju na kršenje profesionalnih standarda izvještavanja. Istraživanjem je utvrđeno da je veći omjer u kojem se potvrđuje druga hipoteza, pa time rezultat takvog izvještavanja značajno utječe na pad vjerodostojnosti portala kao medija. Potvrdiviši drugu hipotezu, dokazan je utjecaj medija na politička kreiranja i zbivanja u Hrvatskoj s osvrtom na poljoprivredu.

5. ZAKLJUČAK

Opći je dojam kako je u novinarstvu prisutan veliki broj tekstova koji su ili preuveličani ili promiču stav. S ovom se pretpostavkom i krenulo u istraživanje analize sadržaja u tekstovima objavljenih na portalima. Dobiveni rezultati istraživanja potvrdili su dvije postavljene hipoteze. Dokazano je kako u tekstovima s portala Index.hr i Net.hr namjerno izostavljaju vijesti, daju informacije koje su u "sivoj" zoni, vjerodostojnost tekstova je upitna, a kvalitetnim izvorima u tekstovima na sva tri portala nažalost jedva da ima traga. Prema tome, podaci se očito ne provjeravaju kod drugog, nezavisnog izvora, pa su s tim saznanjem i vijesti automatski pristrane, te jednostrane.

Činjenica je da nema ništa lošije za portale nego kada čitatelj uoči da mu se pod informaciju podvaljuje vijest od samo jednog izvora koja je – u većini slučajeva – propaganda. Pa ako već i nije propaganda, tada je u najmanju ruku doista nekritična. To je jedan od razloga potvrde druge hipoteze istraživanja (broj tekstova u kojima su portali namjerno izostavili relevantne vijesti*)*. Sve to predstavlja ozbiljno kršenje načela profesionalnog izvještavanja, jer smatram da je svaki novinar odgovoran za informaciju koju prenosi, čak i onda kada nije siguran da je informacija koju prenosi točna i istinita, ili u većini slučajeva upitnog sadržaja. Ipak, mora se naglasiti kako odgovornost za informacije i cjelokupni medijski sadržaj ne leži samo na autorima tih članaka, već i na društvu u cjelini s obzirom da je ta točna ili netočna informacija ipak od nekog morala doći. Zabrinjavajući je podatak da se u većini članaka ne navode izvori informacija. Naime, poznato je da je jedno od temeljnih novinarskih obveza poštivanje načela objektivnosti, a to se postiže ako se pri izvještavanju utvrde sve relevantne činjenice vezane za članak.

U otkrivanju istine, kome je u suštini doista i stalo do nje, treba duboko zagrepsti, a osobito uzeti u obzir načelo potpunosti, a ne zaključivati na temelju pojedinih fragmenata, k tomu još, kao što je već navedeno, upitne vjerodostojnosti. Kada bi autori članaka više pažnje i znanja posvećivali istinitim informacijama, i potragama istih, jasno je da bi se time i ljude potaklo da čitaju baš taj portal. A glavni izvor takvih informacija trebali bi biti upravo portali, kojima je prvotna dužnost da uz zabavu i novosti, ipak pozornost posvete istinitim, potpunim, pravodobnim i relevantnim informacijama. Autor članka mora biti objektivan kad izvještava o informacijama, odnosno činjenicama, ali i kada ih komentira. On može iznositi svoj stav, stav ministra, stav građana ili stav prosvjednika, ali on uvijek mora nastojati da ti stavovi ne utječu na izbor, istinitost i osmišljavanje činjenica u članku o kojima govori. Naime, *a*utor teksta je ključni faktor u odabiru informacija i stvaranja svoga članka. Pritom mora biti pažljiv i oprezan kako bi ispunio zahtjeve za istinom, uravnoteženošću i objektivnošću, temeljnim faktorima novinarske profesije i etike. U službi politike mediji su odigrali važnu ulogu u stvaranju razdora između radničke i poljoprivredne Hrvatske onemogućivši da se te dvije strane ujedine u zajedničkom iskazivanju nezadovoljstva. Nizom pojedinačnih i odvojenih vijesti, izoliranih slučajeva - koje se nisu potrudili spojiti u mozaik i stvoriti širu sliku stvarnog stanja, mediji su prekršili osnovno načelo izvještavanja – omogućiti građanima srž istinite informacije u stvaranju javnog mijenja, stoga ne čudi da je izostala nagrada u kategoriji istraživačkog novinarstva.

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MEDIA IMAGE OF PRESIDENT ELECTION 2014 IN SLOVAKIA

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Abstract
The aim of the article is to reveal the structural mechanisms used by the mainstream media (newspapers and televisions) in Slovakia in creating a media image of the president candidates in president elections in Slovakia in March 2014. Mutual comparation can reveal cooperation, the same aim or independent and own attitude of the media to candidates. We use quantitative and also qualitative content analysis especially for evaluation positive, negative or neutral attitude of media to candidates. Article analyzes TV News, special campaign broadcasting, news and opinion articles in the Newspapers. In a long time research – almost 3 months of president election campaign – it reveals if some media had any calculated attitude to individual candidates or not. Quantitative parts of article and presentation speech are displayed by graphics and tables for better understand of the problems.

Keywords: Analyses, Election, Media, Opinion polls, TV News, Newspaper

Presidential elections in Slovakia have been four times yet. In February 1993, just two months of existing new Republic the first president was elected by parliament. Since 1999, in Slovakia was enacted direct election. This took place, precisely in 1999, 2004 and 2009. Elections in 2014 were thus the fifth in the history of the young republic.

Slovakia had to go in almost 25 years by a number of social changes. Among others in the media and political sphere. Modernization policy, but also the media and their relationship, what some experts call mediatization policy. Information about the world, shaping opinions, preferences, standards of ethics, but also a space for public debate, the clash of ideas and ideologies - all are the media. They are opinion leaders, because masses of recipients are always a huge and the media are often single and still the most trusted source of information. It is precisely the role and function to interpret reality, as most events are happening outside of citizen's sentience. Media mediation makes recipients active participants of events. But it is not necessary the fair and truthful experience.

Globalization in political communication and behavior of the media has also affected on our young democracy. From the western world comes different media outputs, techniques and strategies, our media are copying it and it is reflected in advertising, news, and education of media entertainment. Balancing this fact should be notional pluralism, to act as the balancing factor.

As in the most countries where it is not dictatorial, authoritarian regime, in Slovakia, the media divided into government, opposition and independent. The notion of independent must be taken with caution, at least in the case of Slovakia, as well as find them and influential is very difficult. Rather, we would have to do the analysis them on a case by case and determine which maintained an independent stance. And it is also questionable whether the boulevard, which has the highest daily marketability in the country - in aggregate about 200,000 copies - is not mainstream media. However, media communicating information is primarily interpretative nature. By journalists created content is adapted and explained by recipients according to their own subjective impressions, preferences, knowledge's and needs (Ericson - Baranek - Chan, 1991). Dennis McQuail adds in this respect the claim that such information is in addition, media products „... from which follows that it is a tradable commodity with its own economic value" (McQuail, 1999, p. 59). Information is therefore not built on the basis of intention to inform, but above all to sell the medium by their attractiveness to the greatest number of clients. Jirák and Köppel (2009) add that the media have the ability to create so-called media curtain. Some politicians or companies are presented more or positive, others, on the contrary, less or negative.

There are several approaches that understanding the role and place of media in a democratic society. Recall the role of watchdog of democracy (watch dog role) - the existence of a public space, where there is absolutely free discussion on issues of social concern. The media is there an informant and also intermediaries - aggregators of some sort of opinions between political power and the public. "The policy seeks conquer to public space and rule over it, while the media is in its ideal form one of the most important tools that the public seeks to control political power and defend the independence of public space" (Pehe, 2003). Although professional and most recognized media today is not tied to political parties, there is a perceptible partial coherence to the politics or political party, economic interests, ideology or religion. Just linkage for various companies from which they are

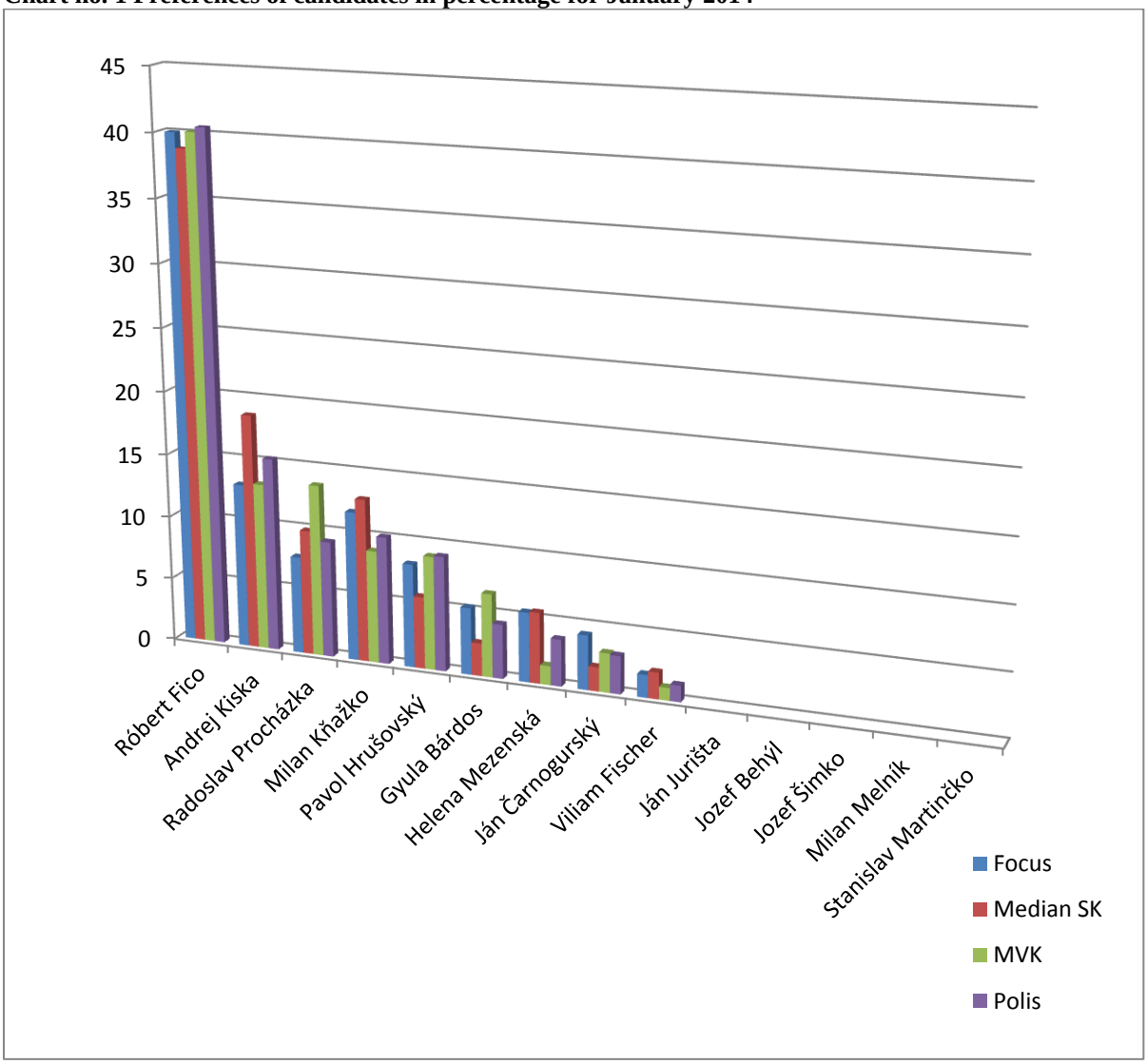
financially dependent, in terms of advertising revenue or interdependence Publisher to political or economic interests, this the role of the media is increasingly questioned.
Another role of the media is position of removable topics (called agenda setting). Media or interest groups try to draw media attention to certain phenomena, events, people, so they get it into people's consciousness. There are several theories that suggest that such conduct of media behavior is the result of citizen behaviour, because they considered the media in the flood of incentives for trusted and most reliable source of reality (Kalvas - Kreidl, 2007). Mass media are strongly influenced the political and social events, in individual recipients, but also various interest groups. Meyer (2002) also speaks in this context about the colonization of policy by the media - think the media ownership by large corporations that are relevant political actors with links to the various economic interests.
We have a situation where we observe a partnership between the political and media scene. The media initiate topics and politicians are presented. It is product and its presentation. Why the media do this? On the public media has the government clear legislative ruling power, and economic impact. The number of advertise, its legislative and time rules in the broadcast is again the whip on private media.

Presidential elections in 2014 in Slovakia offered the opportunity to see how the various media use the theory outlined above in practice. Simple research we decided to implement at two newspapers, which claims to be opinion leaders[291]. In the sales chart belongs to them to third and fourth positions[292]. By a day they sale about 43.000 copies, and although lagging behind the leader of the chart by about 60.000 pieces , we chose them because they do not pay attention to the boulevard and we label them as newspapers with attempts to political, social, serious news and current affairs. In terms of television, we chose to our research public television RTVS and the most watched television news services in the Slovak market, Private TV Markíza[293]. In this case, we take into account not only the criterion of public service and the most watched commercial television, but also the question of the credibility in the news for audience, which we confirmed by research of MedianSK Company in the first quarter of 2014. According to it, the most objective TV news has just TV Markíza and public RTVS[294].
In our research, we looked at the space and references provided by media about individual candidates for President of the Slovak Republic. In the case of newspapers and television news we measured the space by counting an articles and television contributions about candidates. The Mentions are the sum of mentioning the name of the candidate in all outputs at monitored media. In addition, we followed all the contributions range of information on the scale: positive - neutral - negative. The main criterion for assessment of this qualitative data was the context: the arguments and facts, and thus tone of the contribution in its final form. We focused also on the public opinion polls and their comparison with the media presentation of individual candidates. Comparison whether interest corresponds with public opinion polls is an interesting mirror for media work. We recall that the research we did in the period from 1 January 2014 to 14 March 2014, till the end of the first round of the presidential elections in Slovakia, including an official, two-week campaign. In this space we indicate the media attitude to individual candidates was absolutely unbalanced and due to our principles and applied criteria we cannot talk about objective information.

Newspapers
Slovakia has 14 presidential candidates[295]. We examined 62 newspaper editions, 73 TV news and 12 published public opinion polls. We found the level of information about each candidate with the results of public opinion polls. Since there was a direct relationship between pictured and provided space in the media and explorations. The first opinion poll was published by the Agency Focus, January 21. Conducted by Radio and Television of Slovakia. During the week followed another three agencies. We displayed it in the chart no. 1 as results for January 2014.

[291] Opinion leader periodic is opposite of tabloid which is focused on the individual person and his personal story rendered through attractiveness and scandalous to all costs, while opinion leader interests in society, policy analysis and its impact on the whole community. http://profit.etrend.sk/archiv-profitu/rok-/cislo-September/bulvar-jenenavidenyale-uspesnydokedy.html (11.5.2014)
[292] Survey of readibility by ABC SR za 1. quartal of the year 2014. http://medialne.etrend.sk/tlac-grafy-a-tabulky.html (21. 4. 2014)
[293] Survey of reliability by MML Omnibus, 2013/I, Median SK for first quartal 2013. http://www.markiza.sk/tlacove-spravy/1686276_televizne-noviny-su-stabilne-najsledovanejsie (19. 4. 2014)
[294] http://www.median.sk/pdf/MML2014/MMLOmnibus_2014_I_Najobjektivnejsie_TV_spravodajstvo.pdf (25. 4. 2014)
[295] Peter Osuský resigned on Jan. 29, 2014, so public opinion polls not count him and media did not displayed him.

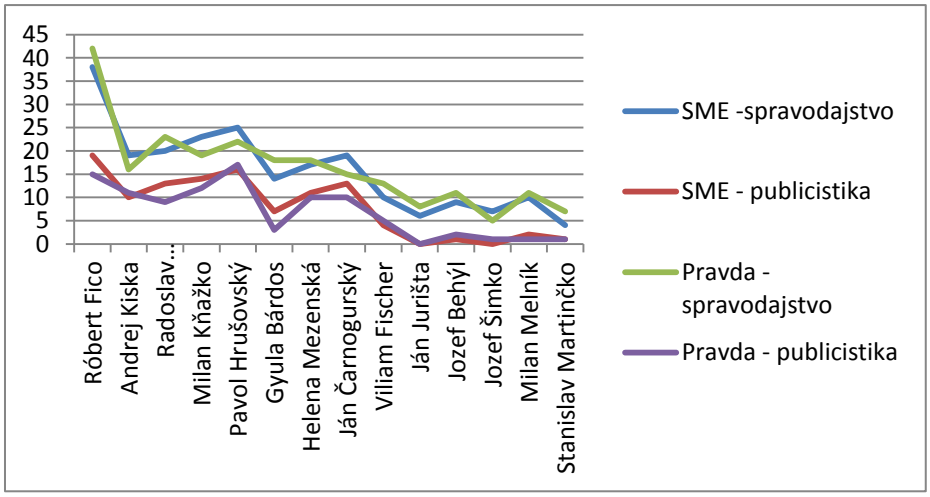
Chart no. 1 Preferences of candidates in percentage for January 2014[296]



Already in the first chart we want to say that the Slovak media agencies, while also measured five candidates in last place, the media most of the time ignored the results in graphical form. Their results appeared mostly only in supplementary text which refill graphically published results. Even worse it was, when we compare the number of articles in which the media pay attention to individual candidates. We counted those which had been expressly about presidential candidates. It means that articles were about their campaign, deeds and statements.

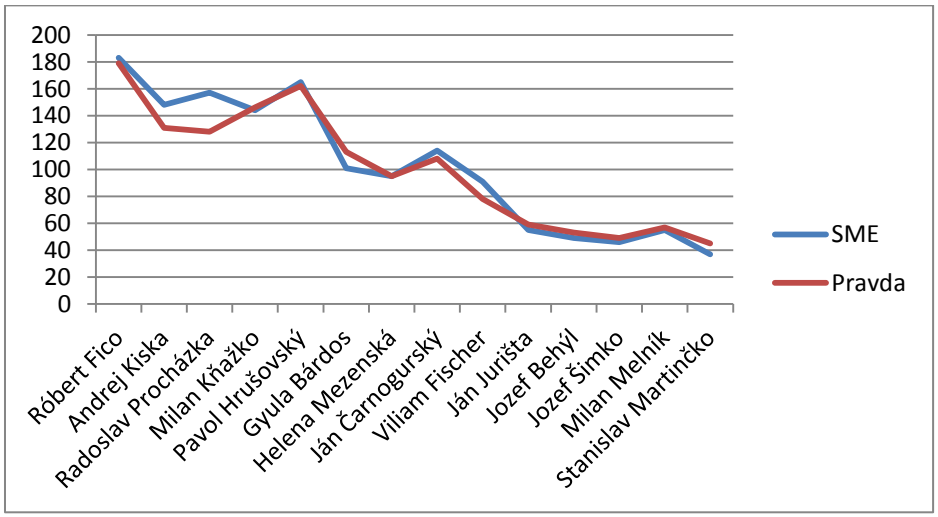
[296] Last five candidates preferences was below 1 percent and media did not displayed it regulalry.

Chart no. 2 Number of articles where the Candidates were the main topic in observed newspapers



In two opinion leaders dailies Pravda and Sme got in 62 surveyed releases for January 2014 greatest space Slovak Prime Minister Robert Fico, before Pavol Hrusovsky, Milan Knazko, Andrej Kiska and Radoslav Prochazka. Already here we can watch the first mismatch between opinions polls were Pavol Hrusovsky was not favourite but media publicity, which made him extra viewed. The media prefer also Milan Knazko inconsistent compared to the percentage of the more successful candidates Radoslav Prochazka and Andrej Kiska. This trend is confirmed in the measurement of references - use the name of any candidate in any news or journalistic contribution. Preferences are less but media phenomenon is preferred talking about Milan Knazko and Pavol Hrusovsky.

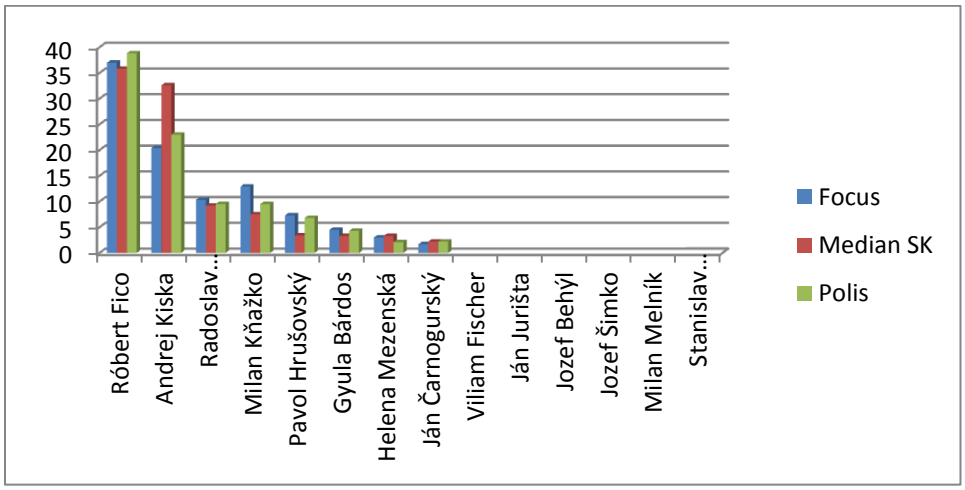
Chart no. 3 Number of references about candidates in newspapers Pravda and Sme.



The most serious fact that is implicate is that given opportunity for candidates is uneven. Even taking into account the necessity or reasonableness presented candidate who is Prime Minister Robert Fico, whether Members of Parliament like Radoslav Prochazka, Pavol Hrusovsky we found them prohibitively high compared opposite to presenting a candidate from another pole of public opinion results. Candidates Jan Jurista, Jozef Behyl, Jozef Simko, Milan Melnik and Stanislav Martincko are mentioned by media only exception or when they got space to a profile interview, which got all candidates. Almost all are not even mentioned in opinion and commentary editorial pages. And we disregarded the fact that the daily Sme regularly during the investigation period, asked every day one question to eight selected respondent (still the same) and they can answer on it in some space. Candidates William Fischer, Jan Jurista, Jozef Behyl, Jozef Simko, Milan Melnik and Stanislav Martincko this possibility did not get. The above figures are according to us proof of media agenda setting, which is diverse and ever disregarding the criterion of fairness and equal space or at least an attempt to give balanced forum for all interested candidates. Comparison of charts no. 2, no. 3 with no. 4 chart show the preferences of individual candidates for February 2014 published in three opinion polls. Again, it is readable the

game of media agencies that even two weeks before the election , either intentionally or by error in their measurements significantly suppress the preferences of candidates Andrej Kiska and Radoslav Prochazka, who gain significantly better results in the elections.

Chart no. 4 Preferences of candidates in percentage for February 2014



To the quantitative research, we added the qualitative research, where we assess the degree of positivity of the articles in the monitored newspapers. Important to us was the setting of the topic, context in which the information was used and used quotation of the respondent - presidential candidate. Thus, we wanted to know, if newspapers inform about candidates positively, neutrally or negatively. We examined the reporting of information and opinion, journalistic (current affairs) pages (articles) which were devote to the candidate and his opinions and deeds.

The results show that both newspapers were divided in particular informed about Prime Minister Robert Fico. Clearly showed that newspapers have own preferences. While the daily Sme is considered right-wing, slightly conservative newspaper, Pravda is contrary leftist, also rather liberal in relation to the topics presented. Therefore, it is also noticeable that the Pravda held presidential candidate Fico and Sme stood out extremely negative against left-wing candidate Robert Fico. The opposite position was with the right-wing candidates who were considered as favorites of elections. Pavol Hrusovsky , Andrej Kiska and Radoslav Prochazka received positive feedbacks from journalists in daily SME. Paradoxically, the most neutral articles, according to our findings, wrote newspapers about candidates with only a minimal chance of success in the elections.

Chart no. 5 The Rate of positivity in providing information about the candidates in newspaper Sme

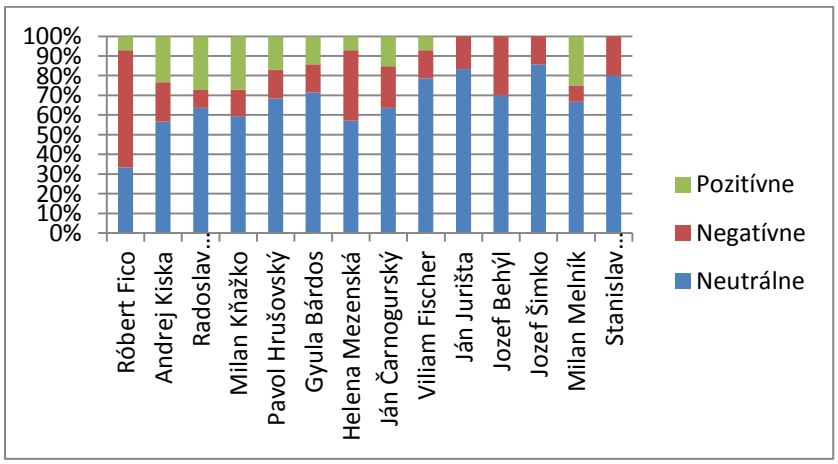
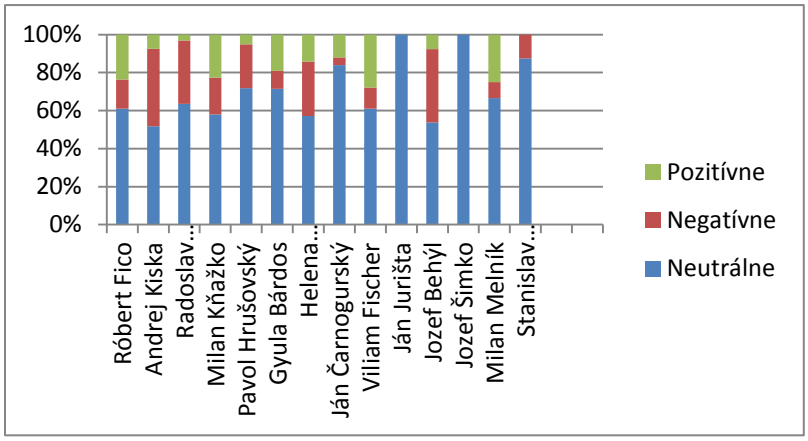


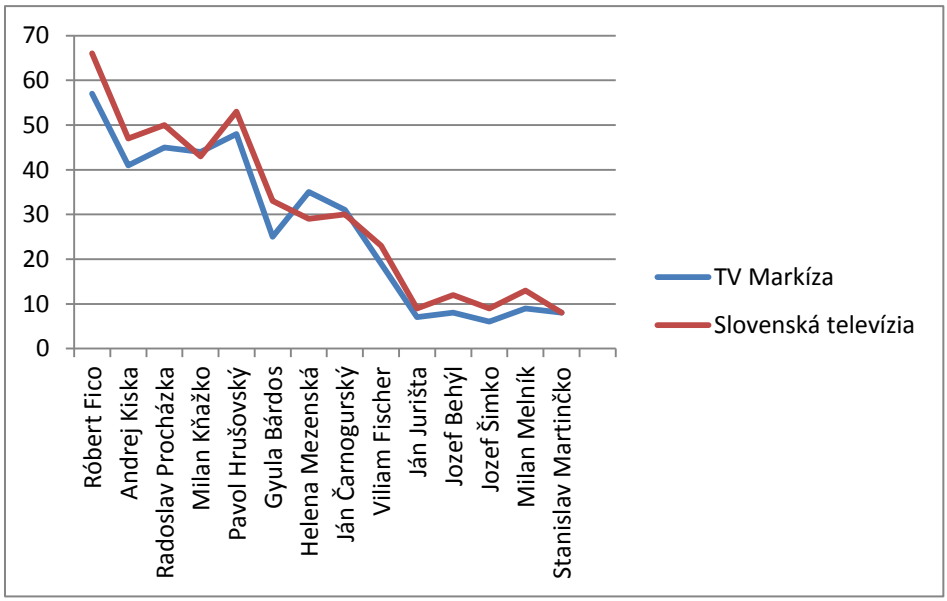
Chart no. 6 The Rate of positivity in providing information about the candidates in newspaper Pravda



Television

Researched Slovak Television behaved like a newspaper. In the seventy-three broadcasted evening TV news we found strong preference for candidates who were politically and socially better-known and who are engaged in politics longer. Their less famous competitors running for president did not get so much space in broadcasting. This means that they were discriminated by journalists in terms of providing space already on the beginning of providing information. In quantitative terms the television contributes to contort information in the pre-election time. They clearly prefered Robert Fico - maybe because his prime minister function. He appeared not just in reports that were associated with the president candidate, but also in reports that are characterized as arising from his job of prime minister. Behind him also television, despite opinion polls, favored candidates Milan Knazko and Pavol Hrusovsky. The six candidates which gather in the opinion polls less than the percentage of votes, they included to broadcast in its news only sometimes (look Chart no. 7). It should be note that the survey does not include a special session of Slovak Television (Radio and Television of Slovakia), where in block broadcasts gradually gave space to all candidates. This block was separate reported; each candidate has the same space. We also counted to our survey the total number of so-called short messages, where were mentions about candidates in the form of reading messages with pictures in television.

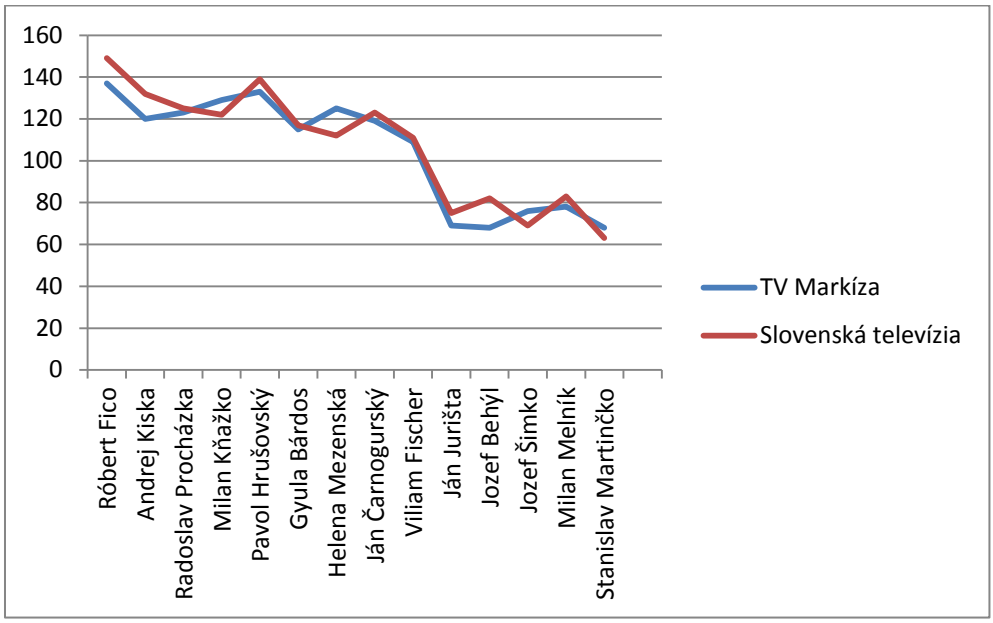
Chart no. 7 Reports number, where each candidates was a main topic of report in observed TV news



The next chart no. 8 show the number of mentions about candidates in broadcasted television news. We considered as mention anyone report – in 73 surveyed where – the name of the candidate was posted. The trend that television did not gave proportional space to all candidates and someone where prefered was confirmed also in TV broadcasting. On the other hand, if the argument tries to justify their conduct by public opinion survey results, we found here the same results as in newspapers. Some candidates where preferred compared with public

opinion polls, on the other hand, due to public opinion polls bigger favorites were suppress to the background. They got less space than was their popularity according to public opinions polls. This chart also displays references, which resulted just from reading the various public opinions polls in television news – where the names of candidates were mentioned. Also part of this numbers is the reports especially about the candidates that we have seen in chart no 7.

Chart no. 8 Number of mentions, which TV news broadcasted about each candidates in observed time.



It is interesting to observe in the mentions about individual candidates there are not as significant differences, such as in the individual reports and short reports. From this we conclude that the television by this hidden form replaced missing space given to candidates. Interesting is fall under Viliam Fischer[297], from these we conclude that this candidate was even interesting for the media, while the other five did not so much. Most of the information about actions and declarations of last five candidates for president television struck by broadcasting short or from studio reading news.

We have added to quantitative also qualitative research, where we tried to assess the degree of positivity of individual contributions broadcasted on TV. Important to us was the setting of the topic, context in which an information was used and testimony of the respondent - presidential candidate. Thus, we wanted to come to response, if media inform about positively, neutrally or negatively. We took into account the reports in which television devoted mainly to candidates, and thus our intent for data collection was not the number of mentions, but the number of the reports about individual candidates (Chart no. 7). In television, we have not such a significant difference as in newspapers. This means, that television informed objectively and neutrally. However, reports in televisions were without revealing and criticism against candidates.

[297] Heart surgeon who performed the first heart transplantion in Slovakia.

Chart no. 9 The Rate of positivity in providing information about the candidates in TV news STV

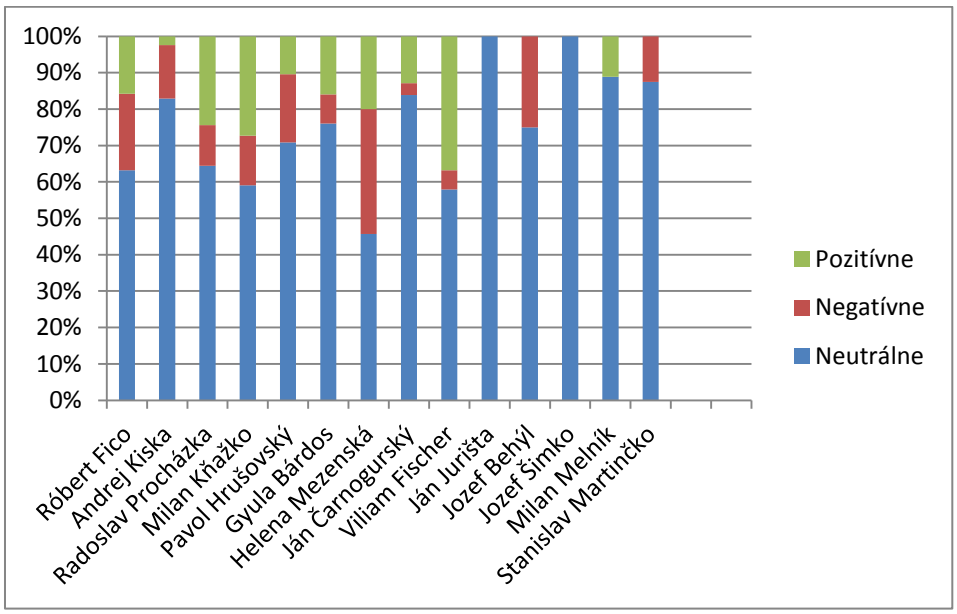
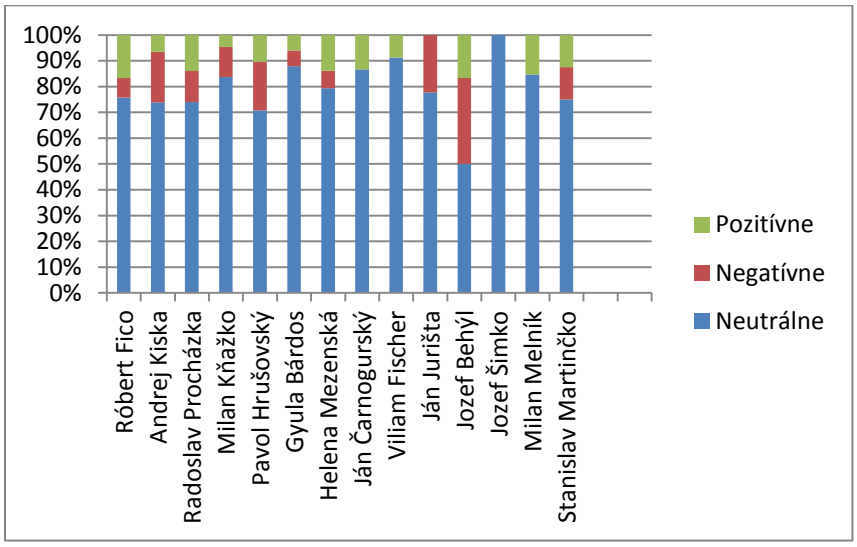


Chart no. 10 The Rate of positivity in providing information about the candidates in newspaper TV Markíza



Conclusion

From our survey conducted on a sample of 62 newspaper editions and 73 broadcasted television news during the period from 1 January to 14 March 2014 deduce the conclusion, that the media in Slovakia were not objective to individual candidates, especially in view of provided media space to them. Candidates who are members of standard political parties or medially well-known[298] got more space in newspaper articles and in Televisions reports, but there were also more discusion about them.

The research also shows that the media do not take to account provided public opinion polls. Media do not get place for candidates on the basis of these public opinion polls, but on the base of arbitrariness choice. In our opinion, this fact is based on its assessment of attractively of the candidates and interesting his activity for recipients of media information. Both published facts entitle us to claim that the media, as the most frequent source of information for the population significantly affected the presentation of candidates for election, and also to the election result. Starting point for presenting them pretend their media exposure and story before, not

[298] Member of Parliament, businessmen's, actors - people who appear in the media on other occasions, such as presidential candidacy.

presidential candidacy and chance to equity in it. Those arguments we could partially justified in the case of the Prime Minister, who could get a media space also on another occasions than is the presidential candidacy. And sovereign he got the biggest space in all observed media. Others, more frequent presentations of politicians (Pavol Hrusovsky, Milan Knazko) had no reason for such space, which was created only because of media attention and their individual preferences. Not be wrong to presume that the media just wanted to profit from the better-known media faces of the candidates and make its reports more interesting for readers and advertisers.

We note that although the television political debates were not part of our research, they provide a uniform space to all the candidates. Public opinion and the views are not composing during two weeks of official presidential campaign, when these debates were broadcasted, but in the long term ago. Just as was our intention, to reveal the long-term behavior of our media. In relation to the presenting of candidates in the presidential election. It should be also added that in terms of positivity or negativity, information about individual candidates are most biased in particular newspapers, principally in the journalistic contributions constitute a distinct preference gap with departure from neutral information and are easy to read in terms of their political interest. Conversely, television, not as prototypal, but compared to the newspaper's they inform with less emphasis on the preferences of the individual candidates. While also here there are positive and negative cases in favor of one them. Elections, although the achievement of freedom and democracy, the highlight so far righful system established by society, are not fairly presented by the media. If today are talking about a crisis of society, no-confidence in the standard structure and personalities democratic system, is not it also because from the freedom in the media has become a media presentation of injustice in society?

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ABUSE THROUGH NEW MEDIA - NEW MODEL: HAPPY SLAPPING

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Abstract
New technologies have emerged new occasions for cyberbulyying, and new ways of conducting that violence. Happy slapping, sexting and grooming are just some of the new phenomenons, so it is not doubtfull that these ways of cyberbullying will change following the newest technological trends. But, weather its old or new, technology by itself is not responsible for various behavior excess.It can be used as a tool for realization of the violent idea, but on its own it is not enough. This paper is trying to show the effect of media and technology on violent behavior, the connection between explicit violent and sufferin images at the perception of the suffer of others and development of emphaty. The observed phenomenon here is happy slapping. In its very roots there can be noticed the ruffnes similar to the effects that used to have old hand cameras and amateur videos that used to be seen in the media in order to testify the authenticity of an event. The spirit of happy slapinng shows the anxiety of todays world, articulating it trough technologically most excessible way. The tendency of putting all the blame to the media is understandable, and there is also a big responsibillity in the infotaimennt way of reporting which keeps some blame. But the problem is much deeper than just the media and technology usage. Parents are no longer the primary educators to their children like they used to be. When we come to happy slapping, the whole point is not only about the violent act. There is much more about the fact this violence is made in order to be seen by the significant other, or the wide population. Then we come back to the media,

which is today, producing taughtfully directed reality, but is responsible for increasing the popularity of the reality show phenomenon where everything is made and directed only in order to be seen by the public.

Keywords: violent behavior, new media

SOCIAL MEDIA ISSUES IN THE SOCIETY

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Abstract
The 21st century has been filled up with so many things that had a real impact in our lives such as climate changes, problems with the environment, new technology that totally changed our lives. Who could think now how the life could be without a cell phone, I-pad, laptop or without using the social media networks such as Google, Facebook or Skype? It is a fact that this new era we are living with is without sense of using the new technology and this is not only for entertainment purposes but for so many serious things including even wars and protests such was the so called Arab Spring. Nowadays social media is used for employment purposes, from big corporations, enterprenuers, activist, politicians, etc. Is this going to change the way we live as well? Is this going to change the way how we want to appear to the others? Is this stigmatizing people? These and other questions are going to have an answer in the article Social Media Issues in the Society.

Keywords: social media, new technology, society, Facebook, identity.

USE OF MEDIA AND SOCIAL CONSTRUCTION OF REALITY: STUDENTS PERCEPTION OF THE SITUATION IN CROATIAN SOCIETY

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Abstract
This paper concerns students of University of Zagreb and their subjective experience of social reality. Considering that students are an 'elite sub-group of young adults' it is justified to question their view on society they live in. The starting point of this paper/research is the theory of social construction of reality (Berger and Luckmann, 1966). Over the past decade in more developed countries Internet is taking primacy over television in social media. The speed of development of Internet as well as the growth of its users is astounding. According to Kaliterna Lipovčan & Associates (2009), political news, crime and deaths are most widely-read news by Croatian audience, type of media notwithstanding. However, Ilišin (2002, 2007) concluded that over the last two decades contemporary Croatian young adults are becoming primarily interested in phenomena considering the private sphere, while their interest for the public sphere is dropping. For the purpose of this paper we used a 2010 survey study asking a sample (N=612) of students at University of Zagreb to assess the general state of Croatian society. In order to determine differences and similarities among students considering their assessment of the general state of Croatian society χ^2-tests and t-tests were taken. Based on the test results, i.e., compared with sampled socio-demographic variables and habits of media usage among students with an emphasis on Internet usage, students can be categorized as homogenous or heterogeneous group.

Keywords: Media, Internet, Social construction of reality, Students, Croatia

SPIRITUALITY AND RELIGION IN MEDICAL SCIENCE: COPING WITH MODERN LIFE

Radivoje Rade Milosavljevic

Abstract
In the past, many scientists tried to exclude the Biblical subject of spirituality from scientific reasoning; but they failed because their world-view was not scientific. For centuries the correlations between spirituality and medicine have been looked at with skepticism. In early societies medicine and religion were combined, but following the middle ages, there was a separation in this relationship. Over the last two decades, many American prestigious medical universities increased their expanse of knowledge and created a rising concern about the character of spirituality. There are many reasons for this concern: religious people with life-frightening diseases demanded that their spiritual concerns be recognized and directed. In addition, unparalleled improvement in medical technology required medical workers to provide compassionate care. This requirement created a threat to people and medical institutions. Therefore, medical schools now offer more courses in religion and spirituality; hospitals also provide more Clinical Pastoral Education that combines the amalgamation of spirituality and medicine.

Keywords: Spirituality, medicine, meditation; science; healing, religion;

I. INTRODUCTION

(The Lord is my Shepherd - Psalm 23[299])

"American Indians" wrote Dick Duerksen, "used to get meat for the winter by driving buffalo off the top of bluffs. The rocks below are still littered with their bones. No, buffalo are not stupid, but the Indians were smart. The entire village would line up across the prairie, forming a giant funnel that had its small opening at the top of a cliff. A few of the braves would steal into a buffalo herd and begin a stampede toward the waiting tribe. Startled by the Indians jumping, waving blankets, and shouting, the buffalo ran faster and faster. The result was "fast food" at the bottom of the cliff."[300]

We are living in a world of gravitation and quantum physics; in a time of speed, dashing too fast, answering too many emails and messaging; detached from loved ones, busy and in touch with friends on face book; living in a very complex and unwell time – a time of historical changes; events that have a huge impact on the physical, emotional, mental, and spiritual life. These cannot be avoided nor ignored.

It appears that we are overwhelmed, like stampeding buffalo, that an enemy has frightened away what is meaningful.[301] In brief, mankind pays the price for living a modern lifestyle that is too hard, too fast, too quick, and too cumbersome. Every human being faces dilemmas and other critical life-events that can create difficulties in their ability to cope. The side effects of these events result in tumors, cancers, and other diseases; however, the advancement of medicine does not essentially contribute to reducing such nervous tension.

"According to a major study," says Patrick Butler, "Millions of people are unhappy, lonely, and unable to cope with profound changes in the workplace, relationships, and family life."[302] "Pain medicine is not the cure", says anesthesiologist Donna Holder. "We are all affected by the pressures of modern living…stress seems to have become a common part of our hectic lifestyle. But left uncontrolled, it can threaten our physical health and mental well-being."[303] Serbian psychologist Dimitrijević says, that humans are not living normally. People are close to exploding and have lost hope. There is a need for visionaries to establish trustworthy mental institutions, because many feel there are none available.[304] In addition, the world is so filled with legal road-blocks that people are less able to find quick solutions for pernicious acts of evil, tornados, floods, wars, earthquakes, and random violence. No person, country, or citizen in today's world is safe because of these horrific and critical life events. People everywhere are coping with difficult emotions, fear, and mental depression.

American author Walter Percy wrote, "You live in a deranged age; more deranged than usual, because in spite of great scientific and technological advances man has not the faintest idea of who he is or what he is doing."[305]

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[299] Psalm 23, NKJV.
[300] Kay Kuzma, *Fit forever: One-a-day devotionals for Body, Mind and Spirit* (Hagerstown: Review and Herald Publishing Association, 2005), 295.
[301] Ibid.
[302] Patrick Butler, *The Guardian*, Sunday 6 December 2009.
[303] Donna Holder, *Stop stressing*: *How to cope with the pressures of modern* life, 08 November 2012, www.hellomagazine.com/healthandbeauty.
[304] Aleksandar Dimitrijević, *IZVOR* B92 Beograd.
[305] http://lifeondoverbeach.wordpress.com/2011/03/18/walker-percy-on-the-deranged-age-we-live--in/.

Can you believe that from among the painful stories of this age come cries for help from medical workers, psychologists, pastors and chaplains, too? As an illustration of how disturbed an age we live in, Philip Yancey, in his book, *The Jesus I Never Knew*, tells of a homeless, sick prostitute who rented out her two-year old daughter for sex, in order to support her own drug habit. When this woman told Yancey's friend what she was doing, he was perplexed. He asked her if she had thought of going to the church for help. With a shocked look on her face, the woman said, "Church? Why would I go there? I was already feeling terrible about myself. They'd just make me feel worse!" If this woman had known the healing power of the Shepherd in Psalm 23, and used varied health agencies, she could have been healed and given peace of mind. Instead, by contrast, this woman did not realize the important role spirituality could play in the healing process of her body, mind, and soul.

Nobel Prize winner, Ivo Andric says, "A writer's task is to help people cope with the psychological and moral condition in which they live."[306] As a spiritual leader, and clinical-pastoral and health educator, I am writing this paper to help people better understand that they can live a normal, healthy life with peace of mind, and happiness. I might add that the task of this study is to also show the readers that spirituality is the greatest and most potent weapon in dealing with modern life's psychological and moral dysfunctions. The study will look at the importance of religion and spirituality in medicine and its clinical application (from a Biblical point of view) for treating maladies of the body, mind, and *spirit*.

In recent decades, modern man and medical science have been gradually drifting away from spirituality and care of the whole person. The question is: What can be done to help bring each (Medical worker) back to the *spiritual foundation* that is at the heart of prospects for a normal, healthy, and happy life in this 21st Century?

II. HISTORY, PEOPLE, SPIRITUALITY AND RELIGION

1. Keep in mind moral and spiritual foundation for health.

There are many important questions to answer before talking about history, people, medical science, religion and spirituality. Some of these are very essential, such as: Where is the morality and *spirituality* coming from? Where do *the rights* come from? Who defines *right from wrong*? Why are they so significant for coping with modern life? These are crucial ideas and moral questions that need to be defined.

Let me briefly tell you the old, old story of good and evil in this great cosmic controversy. The cosmic battle, as the Bible says, began in heaven. Since then, all humanity has been involved in the conflict over God's character and His law. However, since the time of Adam and Eve's sin, the human race has had the freedom to make choices between good and evil, and life and death. When people were more obedient to the law of God, they developed Christian characters; this resulted in a sense of well-being: happiness, joy, love for others, and health. The law of the universe is a reflection of God's character which is a part of both the spiritual and moral law. Moreover, the Bible says, "The law is spiritual." (Romans 7:14)[307] Thus, every dictionary or encyclopedia will tell you that the moral law is God's "pedagogy" prescribed for man. It contains universal principles of right and guidelines for human behavior.

Sir William Blackstone, an English judge of the 18th Century, is most noted for writing the Commentaries on the Laws of England. His commentaries molded the outlook of American law during the time of the Declaration of Independence. Going through them, one would discover upon what principle that law was founded. According to Blackstone, there are only two foundations for law: nature and revelation. He is obviously referring to the Holy Scriptures.[308] Thus, President John Adams (1735-1826) was very clear to confirm upon which foundation the Founding Fathers were building their concepts of government. Terry Eastland wrote, "Most people agreed that our law was rooted (as John Adams had said) in a common moral and religious tradition; one that stretched back to the time when Moses went up on Mount Sinai."[309]

Abraham Lincoln, the sixteenth President of the United States, named the Word of God, "The best gift God has ever given to man." But for it", he said, "We could not know right from wrong."[310] Most brilliant thinker, Blasé Pascal, said: "Without Holy Scripture (which is talking only about Jesus Christ), we wouldn't know anything [right from wrong]."

In the fall of 2000, *Los Angeles Times* declared that, "The Bible is the biggest bestseller and the most popular book in the history of the planet. This book is a cornerstone of western civilization and the salt of the Earth." Mrs. Ellen G. White says, "The Bible stands the highest among books, and its study is valued above the study of other literature in giving strength and expansion to the mind. …the Word of God is the most perfect educational

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[306] Kosta Dimitrijević, *Razgovori i ćutanja Iva Andrića* (Beograd: Izdavačko informativni centar studenata, 1976), 58.
[307] General Conference of Seventh-day Adventists, *Seventh-day Adventists Believe*, Second Edition (Boise, ID: Pacific Press Publishing Association, 2005), 113-114, 263-266.
[308] https://google.com/#q=sir+william+bleckstone
[309] Terry Eastland, "In Defense of Religious America," *Commentary* (June 1981), 41.
[310] Vernon McLellan, *America, Return to God* (Sunnyvale, CA: Great Commission Publishing Center International, 2006), 7.

book in our world."[311] Our conventional wisdom holds the ability to recognize and understand where spirituality and morality are really coming from. Its importance requires more complex theological-historical evidence and study: of which a few are mentioned above.

Nevertheless, it is clear that mankind is returning to the time when Moses went up on Mount Sinai. Coming from the mountain, Moses challenged God's people with a distinct directive, "And said, If thou wilt diligently hearken to the voice of the Lord thy God, and wilt do that which is right in His sight, and wilt give ear to His commandments, and keep all His statutes, I will put none of these diseases upon thee which I have brought upon the Egyptians: for I am the Lord that healeth thee" (Exodus 15:26)

Therefore, it is critical for physicians and medical workers to keep in view the moral and spiritual foundations of patients. It cannot be overlooked because their religious belief is a part of their *personhood* (dedicated to recognizing the rights of every human being), and understanding this can help patients to better cope with illness. In other words, medical workers can best help when they not only know diseases, but the spiritual and moral implications as well.

2. Consider spirituality and morality for the happiness of Mankind.

His morality and spirituality are the most essential fundamental principles for well-being and is designed to help man become the "salt of the earth" and the "light of the world." However, morality and spirituality in our world has been going downhill from the beginning. This is, unfortunately, the greatest spiritual crisis we are facing today. The well-known historian, Arnold Toynbee, reported around twenty major historical civilizations that had come and gone and "almost all had not been overthrown by some outside aggressor, but by *moral and spiritual collapse* from the inside."[312] Terry Eastland said something unmistakably important: "Religion, morality, and [good character] knowledge are necessary to good government and the happiness of mankind."[313]

Ivo Andrić tells the remarkable story of a man who had two goals in his life. One day, after liberation from Belgrade (1944), he was on the street. Because of some tough circumstances, he rushed to find shelter in the first big house. On the third or fourth floor, he saw a middle-aged man reading a book in front of his apartment. He introduced himself. Shortly afterwards, there was a monologue. "Everything will change," said the man. "Any revolution destroys old values and forms new ones…" At that moment, Andrić asked, "Where are you going to be in all that is coming?" "You know, young friend, in these four years under occupation, I had only two goals: *to remain alive and to remain a man. I think I got both."*[314]

The answer from this man is not only the focus of this topic, but the goal of all mankind. How can we get both in our lifetimes so that we can better cope with modern life, remain human, and have normal healthy lives? Andrić had never before been touched as deeply as he was this time. Actually, I think Andrić was so glad to hear and to know that even under such conditions of war, stood an "*entire man*." Sadly, many have simply given up on being men, or being moral, or growing more spiritual. Still, today, this is humankind's greatest and deepest need.

The word *ecce homo* means "Behold the Man."[315] It was used for the first time by Pontius Pilate when he referred to Jesus Christ. This is still our demand; the greatest female writer of the twentieth century says, "The greatest want of the world is the want of men – men who will not be bought or sold, men who in their inmost souls are true and honest, men who do not fear to call sin by its right name, men whose conscience is as true to duty as the needle to the pole, men who will stand for the right though the heavens fall."[316] Our planet, our homes, and society in general cry out as never before for such men – for a man, *'ecce homo.'*

Without a doubt then, when we consider and apply moral law in our lives, we become more caring, loving, and forgiving. As a result, experiencing these most essential moral principles in our personal lives help us to understand the influence of caring, loving, and forgiving as a benefit to our overall health. When speaking about love, Erich Fromm said, "Amazingly, love is the only satisfactory answer to the problem [health] of human existence." (Also, let us remember that the greatest gift of spirituality is love). St. Paul speaks of the healing power of love as the greatest gift of all, when he says, "Love never fails … And now abide faith, hope, love, these three; but the greatest of these is love." (I Corinthians 13:4-8; 13, NKJV).

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[311] Ellen G. White, *Fundamentals of Christian Education* (Nashville, TN: Southern Publishing Association, 1923), 393.2
[312] McLellan, *America,* 14.
[313] Eastland, *Comentary,* 39.
[314] Dimitrijević, *Razgovori i ćutanja Iva Andrić,* 98-99.
[315] Wikipedia, the free encyclopedia: Ecce homo (pronounced [ˈeʧːe ˈomo] or [ˈekːe ˈhomo]) are the Latin words used by Pontius Pilate in the Vulgate translation of John 19:5, when he presents a scourged Jesus Christ, bound and crowned with thorns, to a hostile crowd shortly before his Crucifixion. The original Greek is Ἰδοὺ ὁ ἄνθρωπος (Idou ho anthrōpos). The King James Version translates the phrase into English as "Behold the man!"[John 19:5] The scene is widely depicted in Christian art.
[316] Ellen G. White, *Education* (Mountain View, CA: Pacific Press Publishing Assoc., 1903), 57.

III. UNDERSTANDING SCIENCE, SPIRITUALITY AND RELIGION IN MEDICINE

1. Science and medicine vs. spirituality and religion.

For centuries religion and medical science have shared an agreed-upon interrelationship but debated ideological differences. The efforts of Sigmund Freud (1856-1939) heralded the "age of psychoanalysis."[317] As an acknowledged psychologist, Freud did not see God at any place in the cosmos. Therefore, in his view, he made a notorious statement declaring that, "When a man is freed of religion, he has a better chance to live a normal and wholesome life."[318] One of Freud's contemporaries, George Bernard Shaw, cynically announced, "The fact that a believer is happier than a skeptic is no more to the point than the fact that a drunken man is happier than a sober one."[319]

Today, the question is whether Freud or Shaw is correct. One thing is very certain; science and religion in the 21st Century are intertwined.[320] Since the death of Freud, and Shaw, knowledge has increased. Now the truth emerges, and an unparalleled progress has been made in the arena of science and medicine. Medical science, equipped with the latest information, technology and foundations (which are engaged in physical, emotional, and mental health) can greatly assist in defeating diseases. Science, however, often takes over an individual's right to knowledge. Both have limitations because science was previously focused on mind and body, rather the whole person (mind, body, and spirit).

2. Religion and spirituality intertwined, proven with science and medicine.

So the question again is: Were Sigmund Freud and George Bernard Shaw correct or mistaken?
As dissidents of Albert Einstein (1879-1955), Freud and Shaw might know Einstein's opus, which states, "Science without religion is lame; religion without science is blind."[321] Einstein was right about science being lame without religion. Freud should have known that to have a "normal and healthy life", they had to be able to cope with the whole person. This means, it is impossible to cope without the combination of both religion and spirituality.
According to Modjarrad, in North America, today, some two decades later, there are enormous scientific and medical evidences that substantiate an entire new admiration for religion and spirituality.[322] Therefore, the mounting number of scientists with their methodical progress was able to do something for the sake of both patients and humanity. And they did.
Amazingly, Harold G. Koenig, MD, Michael E. McCullough, PhD, and David B. Larson, MD, confirm in their *Handbook of Religion and Health* that many critically ill patients use religious beliefs [spirituality] to cope with illness. More than two thousand published experiments examined the relationship between religion and medical illness; from heart disease to cancer- to blood pressure and psychotic disorders. Their research showed that "people who attend church service, pray individually, and read the Bible were 40% less likely to have diastolic hypertension than those who seldom participated in those religious activities." The other report confirms that religious people live longer and are physically healthier than their non-religious counterparts.[323] An analysis of 350 studies found that religious people are physically healthier, lead healthier lifestyles, and required fewer health services.[324]
Narayanu Swamy is right in saying that the concept of spirituality is already [finally] globally acknowledged.[325] William Osler declared, "Nothing in life is more wonderful than faith – the one great moving force which we can neither weigh in the balance nor test in the crucible. …Faith has always been an essential factor in the practice of medicine.[326] Jeff Levin, epidemiologist and author of *God, Faith, and Health*, said, "As those of us who have labored in this field (for many years) have long suspected, the relationship between religion and health, on average and at the population level, is overwhelmingly positive. Now we can finally say that we know this to be true."[327]

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[317] Porter R., "Madness: a brief history," *Oxford* (Oxford University Press, 2002).
[318] Michael Guillen, *Can a smart person believe in God?* (Published in Nashville, Tennessee, by Thomas Nelson, Inc., 2004), p. 149.
[319] Guillen, *Can a smart person believe in God?*, 151.
[320] Abdu'l Baha, *Abdu'l-Baha in London* (London: Baha'i Publishing Trust, 1987), 28.
[321] A. Einstein, "Science, Philosophy and Religion," *A Symposium* (New York: Published by the Conference on Science Philosophy and Religion in their Relation to the Democratic Way of Life, Inc., 1941).
[322] K. Modjarrad, "Medicine and Spirituality," *JAMA*, June 16, 2004; 291 (23): 2880.
[323] H.G. Koenig, M. McCullough, D. Larson, *Handbook of religion and health* (New York: Oxford University Press, 2000), 7-14.
[324] D'Souza Russell, "The importance of spirituality in medicine and its application to clinical practice," *MJA* Volume 186 Number 10, 21 May 2007, S58.
[325] Raju Narayana Swamy, "A review of spirituality as applicable to nursing," Int J *Nurs Stud* 1999; 36:117-125.
[326] W. Aequanimitas Osler, London: HK Lewis, 1906. Cited in Rosen, HD. "Modern Medicine and the Healing Process," *Humane Medicine* 5:18-23, 1989.
[327] Guillen, Can a smart person believe in God?, 149.

The *American Journal of Psychiatry* reported that psychiatrists who have active spiritual lives consider prayer and Bible study a more effective treatment for many mental problems.[328] The theoretical physicist, Guillen, says that "the prestigious and powerful Association of American Medical Colleges for the first time in its history is now training physicians to take into account the spiritual beliefs of patients under their care. According to the January, 2004 issue of *Science and Theology News*, more than 70 of the nation's 125 medical schools (including Johns Hopkins, Yale, and Stanford) are now offering courses in religion and spirituality to the next generation of doctors. … Similar historic transformations are happening in the area of mental health."[329]
Ghadirian, Professor of Medicine in Montreal, quotes other studies from Blue King, DE, R. Mallin, and C. Thiedke, saying that "over 1600 studies have been published about the association between spirituality and health.[330] Jeff Levin in his book, *God, Faith, and Health*, again says that this development has historical importance for medicine.[331] He validates the last pieces of this idea when he wrote, in the *Journal of Nervous and Mental Disease*, that we can see tension between science and religion where the developers of the new category acknowledged with regret psychiatry's long-standing tendency either to ignore or pathologize the religious and spiritual dimensions of human existence.[332]
At the very end, Guillen made comments, saying, "I can see Freud [Bernard Shaw] turning in his [their] grave!"[333] Undoubtedly, they were totally wrong because hundreds of studies support this idea. Today, science and medicine have more admiration for religion and spirituality than ever.

3. History and resurrection of spirituality in medicine.

The importance of spirituality in the history of health care has actually developed from religious institutions, over generations. So, the new attempt to integrate spirituality with medicine is really nothing new. In reality, it is just a resurrection. Dr. Modjarrad says that relationships between the two go back to ancient times. He says, "From the early dynasties of China to the aboriginal empires of the Americas, holy men in ancient societies ministered not only to the *spiritually* fallen, but to the *physically* ill as well. In Western civilization, the earliest hospitals were built, staffed, and maintained by religious orders."[334] Again, Koenig says that, "The first hospital in Western civilization was built by the *religious orders* during the fourth century, in order to provide care for patients who were unable to afford private medical treatment."[335] These religious orders did not last forever. "In the centuries that followed, religious institutions built hospitals, provided medical training, and licensed physicians to practice medicine. This affiliation of the medical establishment with *religious orders* had ceased by the end of the seventeenth century.[336]

However, the history of spirituality and health care, according to the University of Maryland's Medical Center, concerned itself with the body and spirit "in the early beginnings of Western medicine concerns of the body and spirit were intertwined. But with the coming of the scientific revolution and the enlightenment, these considerations were removed. Today, a growing number of studies reveal that spirituality may play a larger role in the healing process than the medical community previously thought.[337] Hopefully, understanding the history between spirituality and health care will help science accelerate process and the implementation of spirituality in medicine for the 21st Century; thus, medicine will be better able to treat the patient as a whole person.

IV. UNDERSTANDING A HALLMARK OF THE NEW ATHEISM AND THE SPIRITUAL FORMATION IN MEDICINE.

Historically, Freud and Shaw were mistaken concerning the relationship between religion and health. Modern medical science has confirmed that religion and spirituality help individuals to"live normal, wholesome lives." In other words, how can there be an understanding of the hallmark of the new atheism and of spiritual formation in medicine? Thus, what is spirituality? How does modern science [postmodern mode of spirituality], religion,

[328] Kay Kuzma, Fit Forever: One-a-Day Devotionals for Body, Mind and Spirit, 328.
[329] Guillen, Can a smart person believe in God?, 153.
[330] A. Missagh Ghadirian, "Is spirituality relevant to the practice of medicine?" *Medicine and Law* (2008) 27:229-239.
[33] Guillen, Can a smart person believe in God?, 154

[332] Ibid.
[333] Ibid.
[334] Modjarrad, *JAMA*, 291.
[335] H.G. Koenig, "Religion, spirituality and medicine: How are they related and what does it mean?," *Mayo Clinic Prac. Proceedings*, 2001, 76 (12) 1189-1191.
[336] H.G. Koenig, ME. McCullough, DB. Larson, *Handbook of Religion and Health* (Oxford University Press, 2001).
[337] http://umm.edu/health/medical/altmed/treatment/spirituality

and Christianity understand this form of spirituality? So, let us look at the secular, new atheism, and Biblically practiced viewpoints.

1. Definition of Spirituality.

The term *spiritual* is derived from Old French *spirituel* (12c), which is derived from Latin *spiritualis*, which comes from *spiritus* or *spirit.* In the Vulgate the Latin word *spiritus* is used to translate the Greek *pneuma* and Hebrew *ruah*.[338] However, the definition of *spirituality* as follows is provided as a brief overview from (Nancey Murphy) Wikipedia, the free encyclopedia, which says: "The use of the term *spirituality* has changed through the ages. There is no single, widely-agreed upon definition of spirituality. Social scientists have defined spirituality as the search for the sacred. According to Waaijman, the traditional meaning of spirituality is a process of re-formation which "aims to recover the original shape of man" in the image of God. [This accomplishment is diverse.]: In Judaism, the *Torah*; in Christianity, *Christ*; in Buddhism, *Buddha*; in the Islam, *Mohammad*. In modern times, spirituality has come to mean the internal experience of the individual. The other definition says that spirituality leads to finding purpose and meaning in life.[339] The outline for spirituality can refer to an ultimate or an alleged immaterial reality; an inner path enabling a person to discover the essence of his or her being; or the "deepest values" and meanings by which people live. Spiritual practices, including meditation, prayer, and contemplation, are intended to develop an individual's inner life. Spiritual experiences include that of connectedness with a larger reality that yields to a more comprehensive self where other individuals or the human community are involved: with nature, the cosmos, or the divine realm.[340] In short, we can see there are many definitions and outlines of spirituality. But for our study, we will look at some main characteristics and differences concerning its implication on medicine; but especially from the Biblical point of view.

2. Atheism, a secular form of spirituality.

According to the free encyclopedia, *Wikipedia*, the "New Atheism" is a social and political movement in favor of atheism and secularism promoted by a collection of modern atheist writers.[341] The former leading champion of atheism, Antony Flew (who later became a Christian), added that "the foundation of the 'new atheism' is the belief that there is no God, no eternal and infinite Source of all that exists. But they fail to make a case for this belief."[342] The "new atheists," Richard Dawkins, Daniel Dennett, Sam Harris, Lewis Wolpert, Christopher Hitchens, and Victor Stenger are called secularist, atheist, or scientist. Dawkins, as the most prominent among them, said in his interview with Al-Jazzera that, "Spirituality can mean something that I'm very sympathetic to, which is a sort of sense of wonder at the beauty of the universe, the complexity of life, and the magnitude of geological time. All those things create a sort of frisson in the breast, which you could call spirituality. I would be very concerned that it shouldn't be confused with supernaturalism.[343] The others embrace this secular form of spirituality, and philosopher Daniel C. Dennett made a similar comment, when he said, "I have times when I am just transported with awe, joy, and a sense of peace and wonder at whether it's music or art, or just a child playing, or some other wonderful thing off my sailboat being amazed at the beauty of the ocean. I think that people make the mistake of thinking that spirituality, in that sense, has anything to do with either religious doctrines or with immateriality or the supernatural."[344]

According to Mooney, who is also embracing a secular form of spirituality, the term means something else. He says, "It's about emotions and experiences, not premises or postulates."[345] Not surprisingly, this is the teaching and belief of the non-religious, secular people who define spirituality in a more humanistic expression without accepting the idea of a divine being. However, the question is: Could a person really call those emotions (a sort of frisson in the breast) "spirituality"? Does an emotional feeling, such as awe and wonder, accompany the view that the feeling of joy, hearing music, or reading a novel is a lift from *spirituality;* or just some realistically positive delight, enjoyment, and happiness from being a part of somebody's nature? Why not give awe and wonder to God as Creator?

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[338] http://en.wikipedia.org/wiki/Spirituality
[339] http://en.wikipedia.org/ikwi/Spirituality
[340] http://en.wikipedia.org/wiki/Outline_of_spirituality
[341] http://en.wikipedia.org/wiki/New_Atheism
[342] Antony Flew, *There Is a God* (New York: HarperCollins Publishers, 2007), 161.
[343] Chris Mooney, "The game-changer: spirituality," *USA Today*, Monday, September 13, 2010, 13A.
[344] Ibid.
[345] Ibid.

Interestingly, some other people see spirituality as the way you find purpose, security, hope, and peace in your heart. Religion is for many the way of spirituality. For some people, it is found in art, nature, and music, while other people find it in their moral values. Humans see the same things differently. When looking at the brain, for example, as the most complex structure of the nervous system, or the known universe that has up to two hundred billion galaxies, what do you see? Do you see only the "total number of connections" [nerve cells] in the human brain ([that] approaches 10^{15} or a thousand million million… Numbers … are of course completely beyond comprehension. "[346] Do you see the ability to connect and design, meaning, purpose, reason, belief, and mystery? If not, theoretical physicist Guillen quoted what neuro-scientist Candace Pert said about the brain, "I don't feel awe for the brain. I feel awe for God. I see in the brain all the beauty of the universe and its order – constant signs of God's presence."[347]
When we look at the heaven and earth, what do we see? The greatest scientist of all time, Sir Isaac Newton, noted: "This most beautiful system of sun, planets, and comets could only proceed from the counsel and dominion of an intelligent and powerful Being. This Being governs all things, not as the soul of the world, but as Lord over all; and on account of His dominion, He is to be called Lord God."[348] Absolutely and unquestionably, Newton, who discovered the law of gravity, felt awe and wonder too; but not for the cosmos and the law of gravity but for the Creator God. Over a hundred years ago, Ellen G. White was very clear when she said, "While nature is an expression of God's thought, it is not nature, but the God of nature, that is to be exalted."[349] Professor of Physics at Stanford University, Arthur L. Schawlow, winner of the Nobel Prize in physics, said, "It seems to me that when confronted with the marvels of life and the universe, one must ask why and not just how. The only possible answers are religious. …I find a need for God in the universe and in my own life."[350]

There are surely enormous and unparalleled differences between these two concepts: one feels *awe* and *wonder* for creatures versus the other who feels *awe* and *wonder* for the Creator of creatures! Therefore secular forms of understanding spirituality of the new atheists' beliefs are absolutely non-beneficial to medicine and this study. It does not have anything to do with religion or belief in God; it is just their atheist world-view and not science, as such.

3. Beliefs of the postmodern mode of spirituality.

Chris Mooney, in USA Today, said that the war between spirituality and science [new atheism] is over; there is no conflict between them, and spirituality can serve as a bridge across the science-religion divide. According to Dr. R. Albert Mohler, Jr. (President of Southern Baptist Theological Seminary) Mooney's column serves to illustrate the vacuity that marks modern spirituality. There is nothing to it-no beliefs, no God, no morality, no doctrine; no discipleship… unbelief wears the language of a bland faith.[351] Obviously, with two different opinions between them, there is not yet peace and it is just a personal thought, rather than fact. Therefore, we cannot gain anything from it, and its beliefs are like night and day. There is no link to what we are studying; so it just serves as brief information.

V. BIBLICAL FORMATION OF SPIRITUALITY

Various authors, from the Andrews University faculty, Theological Seminary (and others), are very clear on this topic of *Biblical Spirituality*. They say that "in today's postmodern, pluralistic world, with its multiple influences from Eastern non-Christian religions (animism, New Age, and other sources) [New Atheism], the meanings of concepts related to *spirituality* and *spiritual formations* have become ambiguous and conflicted … Christians of the 21st Century need to … ensure that they do not depart from Biblical principles."[352] Therefore, this part of our study is divided into four parts which we will look at separately, in order to confirm that Biblical Christian formation of spirituality enormously benefit health and life-coping skills.

1. What is the Biblical Spirituality?

In searching for higher levels of spirituality through understanding relationships, or through meditation with God, some people fall into the ancient pagan mystic beliefs. Pantheism, the belief that God is all, is the adversary's goal for a new revival of ancient *traditions*. These attractive images are similar to the temptation

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[346] Fred Hoyle and Chandra Wickramasinghe, *Evolution from Space* (London: J.M. Dent and Sons Co., 1981), 330.
[347] Guillen, *Can a smart person believe in God?*, 148.
[348] Emerson Cooper, *The Origin of the Universe* (A Division of Wine Press Publishing, PO, 2003), 17.
[349] Ellen G. White, *The Ministry of Healing* (Copyright by Better Living Publication of ASI Missions, Inc., 1990), 174.
[350] H. Margenau, Cosmos, Bios, Theos: Scientist Reflect on Science, God, and the Origins of the Universe, Life, and Homo sapiens (Open Court Publishing Company, 1992), 105.
[351] R. Albert Mohler Jr., "The War Between Spirituality and Science is Over," http://www.albertmohler.com/2010/09/13/the-war-between-spirituality-and-science-is-over/
[352] Andrews University Seventh-day Adventist Theological Seminary, "A Statement on Biblical Spirituality," *Ministry Magazine* (August 2012), https://www.ministrymagazine.org/authors/various-authors).

that the adversary brought to Adam and Eve. Ellen White says, "After his *transgression*, Adam at first imagined himself entering upon a higher state of existence [spirituality]."[353] The adversary, as the Bible declared, claimed to teach Adam and Eve how to reach this *higher spirituality* by saying, "Ye shall be as gods, knowing good and evil" (Genesis 3:5). But instead, it led them away from the highest position of spirituality they had with God. Since then, and throughout history, the same adversarial spirit continues with the ancient *traditions* and experiences in the Eastern religions. These experiences have been adopted from pagan religious customs, in order to guide people toward a "higher state of spirituality," that of "knowing good and evil." These kinds of "beliefs and practices" led people in different directions; away from the Biblical principles, and the Creator God.

Why is the Biblical view of spirituality the foundation and heart of true spirituality? Why is it important to stay away from non-Biblical formation of spirituality? Initially, Erwin Schrodinger, Nobel Prize-winning physicist, said, "[Science] is ghastly silent about all and sundry that is really near to our heart that really matters to us. It cannot tell us anything about red and blue, bitter and sweet, physical pain or physical delight; and knows nothing of beautiful and ugly, good or bad, God or eternity. Science sometimes pretends to answer questions in these domains, but the answers are very often so silly that we are not inclined to take them seriously."[354] Obviously, spirituality is not a scientific domain; therefore, it's helplessly silent about all that matters to spirituality. Secondly, these ancient "traditions" are not the teachings of the first –century Christians; thus, they are not Biblical in origin. So we do not count on them. Thirdly, the Biblical scholar, a former Director of the Biblical Research Institute, Dr. Angel Rodriguez, says that "the Bible holds absolute priority as an authority,"[355] it's "the salt of the earth" and "the light of the world" (Matthew 5:13, 14). We must understand very clearly, that "culture; personal experience, ancient, modern and postmodern philosophies cannot replace the Bible as the basis of all doctrine. It is the only standard for reproof, for correction, and for instruction in righteousness (2 Timothy 3:16). "[356]
Leonard I. Sweet (an American theologian, and leading figure in the emerging church movement) in his book *Quantum Spirituality*, copied the exact words by Jesuit philosopher Karl Rahner, declaring that the Christian of tomorrow will be a mystic. Obviously, we do not want the danger of the "spiritual formation" of mysticism to become our religion. I do believe that the Biblical view of spirituality is the foundation and heart of all true spirituality, and is the best payback to our health and life-coping skills. The "Scripture is the standard of character, the test of experience, the authoritative revealer of doctrines, and the trustworthy record of God's acts in history."[357] The Bible is still relevant on this subject. As we entered the New Millennium, there was no other book that equaled it! The Los Angeles Times puts it this way: "It is the biggest bestseller and the most popular book in the history of the planet. This Book is a cornerstone of Western civilization and the salt of the earth." Therefore, NAD President, Elder Ted Wilson said, "We have to stay away from non-Biblical spiritual disciplines or methods that are rooted in mysticism."[358]

2. Understanding more the Biblical Spirituality.

Spirituality has been defined in many ways, but one of the statements on true Biblical spirituality is given by various authors from Andrews University Seminary faculty. They say, "Biblical spirituality can be defined as the process of the divine restoration and healing of the broken relation between the Triune God and humanity. It is the response of a repentant human heart and mind towards the loving heart and mind of God (I Corinthians 12:12); a revival of true godliness, or having Christ formed in us by the Holy Spirit; a conscious walk with God in which we enjoy His awesome presence, and live in dependence upon Him."[359] It is a Biblical spirituality ["But of Him you are in Christ Jesus, who became for us wisdom from God – and righteousness and sanctification and redemption (I Corinthians 1:30), and "Christ in you, the hope of glory" (Colossians 1:27)].

Relating to this, Ellen White states, "As we meditate upon the perfections of the Savior, we shall desire to be wholly transformed and renewed in the image of His purity."[360] True spirituality focuses on knowing God and doing His desire (John 17:3). John Dybdahl (1997) agrees that "spirituality is the mission," as well as "contemplative evangelism."[361] Simon Chan says, that "Christian spirituality is to be understood in terms of a

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[353] E. G. White, *Patriarch and Prophets* (Washington, DC: Review and Herald Publishing Ass., 1958), 56.
[354] Guillen, *Can a smart people believe in God?*, 75.
[355] Angel Rodrigues, *Adventist Today*, 2 Report - Faith and Science Conference, 2003.
[356] Southern Adventist University, "Faculty Statement on the Emerging Church Movement," https://www.southern.edu/religion/Pages/facultystatementontheemergingchu.aspx
[357] Ibid.
[358] Ted Wilson, *Inaugural Sermon* (Atlanta, GA: General Conference President at the 59th General Conference Session, 2010).
[359] (https://www.ministrymagazine.org/authors/various-authors).
[360] Ibid.
[361] L. Paul Jensen, *Subversive Spirituality* (Eugene, OR: A Division of Wipf and Stock Publications, 2009), 281.

personal relationship with God."[362] Geoffrey Wainwright is clear that spirituality is "the combination of prayer and living."[363]

We know the great story of Mother Theresa, too. In his book *My Life with the Saints,* published in 2006, James Martin reports her story. He observed how some man saw Mother Theresa cleaning the wound of a leper and commented, "I wouldn't do that for a million dollars." Mother Theresa replied, "Neither would I." Some think Mother Theresa's action cannot be explained reasonably or rationally, but it can be understood spiritually. Certainly, she did it for the sake of love. After all, she later said to the man, "But I would gladly do it for Christ."[364] Yes, she saw Christ in that leper. Definitely, she knew God and was doing His ministry. When we experience divine restoration and healings or a revival of true godliness (John 3:5) in our hearts and minds (Luke 13:3), and through personal relationship with God, trusting in His love (Ephesians 1:7,12,13); then as a result of the Holy Spirit's transformation (Romans 5:5), we will be able to live Christian lives and do what pleases our Lord Jesus. That is called Biblical spirituality.

3. The body, mind and spirit are connected.

Opposed to Biblical spirituality, antique Greek philosophy divides the spiritual (soul) and physical (body) proportions of human life. The Greeks believed that the human soul was eternal. Many Greeks devalued their bodies. Because they believe their bodies were related to time and spatial limits. So they valued it lower than the everlasting soul. However, the Biblical spirituality promotes something totally different and we can trust it for at least two significant reasons: It adopts a spiritual world view and upholds God as the Creator. Physicist Paul Davies made this point, "Science [medical too] can proceed only if the scientist adopts an essentially theological [Biblical] world view."[365] Again, our bodies are not divided from the soul; rather, they are created by God (Genesis 2:7). Thus, we know now that medical science has well established the relationship between mind and body. Anxiety, for example, predisposes some to stomach problems. Worry causes sleep disorders; uncontrollable anger factors into heart disease[366], and so forth. The above points of view are clear indications that the body, mind and spirit are connected. It's true. Body, mind and spirit are diverse aspects of human personality or existence; not independently existing entities. Consequently, whatever affects the body, affects the mind, the spirit, and the other interrelated aspects of personhood.[367] We should give equal consideration to the interconnectedness of the body, mind, and spirit; remembering that as we treat the whole person, enormous health benefits result. Even though today's information systems have provided more data concerning the interrelationship and the impact of spiritual beliefs on health and life-coping skills, we should never forget that we are still learning the intimate correlation …never forget even though we know more today about its interrelationship and significant spiritual benefits to health, modern life-coping mechanisms and its effects on physical, emotional, and spiritual health.[368]

4. Clarification of some spiritual words.

At the end of our study, it is so important to clarify, very briefly, some other spiritual words from the Biblical point of view, so we can better understand how true *Biblical spirituality* helps our health and coping with modern life. We talked about the Biblical spirituality, but I just want to mention two more spiritual terms for our clarification- *Christian meditation* and *spiritual formation*. Both of these Biblical terms initially refer to relationships with God, man, and mission. Both are based on the Scripture and focus on Jesus. However, let us be clear, our spiritual subjective experience (feelings and emotions) has never been (and will never be) the true measure of our Christian spirituality. On the contrary, it can lead away from the Word of God, toward mysticism. It can be dangerous to Christian spirituality and health. Both terms have the same meaning and are based on the Scriptures. When Jesus said, "I am the Bread of Life … Whoever eats my flesh and drinks my blood has eternal life" (John 6:48-56, NKJV). Ellen White said, "To eat the flesh and drink the blood of Christ is to receive Him as a personal Savior ... What food is to the body, Christ must be to the soul. Food cannot benefit us unless we eat it, unless it becomes a part of our being. So Christ is of no value to us if we do not know Him as a personal Savior (meditation). A theoretical knowledge will do us no good. We must feed upon

[362] Ibid., 291
[363] Ibid., 292
[364] http://alisina.org/blog/2012/10/27/what-is-the-meaning-of-spirituality/
[365] Flew, *There Is a God*, 107; Paul Davies, *Templeton Prize Address*, May 1995; http;//aca.mq.edu.au/PaulDavies/prize_address.htm. See also Davie's "Where Do the Laws of Physics Come From?" (2006), http://www.ctnsstars.org/conferences/Wheredothelawsofphysicscomefrom.doc.
[366] Discipleship, *Adult Teachers Sabbath School Bible Study Guide* (Silver Spring, MD: Pacific Press Publishing Association, Jan – Mar, 2014), 60.
[367] Ibid., 55
[368] Ibid., 60

Him; receive Him into our heart, so that His life becomes our life (formation). His love, His grace must be assimilated."[369]

Mark Finley says that Christian "meditation stays always active, never passive, and always has an object [Christ]."[370] The other great spiritual thinker and writer Mrs. White states that, "We must be constantly meditating upon the Word, eating it, digesting it, and by practice assimilating it, so that it is taken into the life current."[371] This is basically a core of Christian, Biblical meditation and formation. Again, the question is, whether the concept of spiritual formation is Biblical. Evangelist Finley is very clear in his writing when he says, "If we define *spiritual formation* as being formed into the image of Christ as we meditate upon God's Word, seek Him in prayer, and open our minds to the transforming power of the Holy Spirit; certainly it is Biblical."[372] Actually, the main point in this short clarification of both terms is that both of them are based firmly in the Scripture. With that assurance, direction, and promise, we know that the benefits of spirituality in medicine will only increase.

VI. HOW BIBLICAL SPIRITUAL METHODS OF HEALING BENEFIT OUR HEALTH AND HELP US COPE BETTER WITH MODERN LIFE.

Undoubtedly, these four spiritual methods – healing through the Bible, healing through the logos, healing through prayer and faith, and healing through healthy lifestyle – are the most powerful tools in the entire universe. They work well with an increased knowledge but, especially, if experienced in the life. Let us briefly look at them one by one.

1. The spiritual method of healing through the Bible.

Reading and applying Biblical principles to our lives is good for health. It provides power and contributes to a holistic approach to the healing process. In the book of Hebrews, Paul says, "For the Word of God is living and powerful, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the heart." (Hebrews 4:12, NKJV) We do not understand exactly what is happening in the relationship between our mind and the mind of God, but when we read the Bible, one thing we do know is that we do feel better in our soul. The by-products are happiness, peace, and health, and life-coping skills.

Dr. David Larson noted that those who studied their Bible once a day were forty percent less likely to have high blood pressure. The *American Journal of Psychiatry* reported that psychiatrists who practiced spiritual life considered prayer and Bible study more effective than medication in treating many mental problems.[373] Let us read again and meditate through the promises of Psalm 23; and see how Scriptural spirituality can inspire and lift our spirits. These Psalms, in general, were composed over centuries (1400-400 B.C.), with the main focus of giving praise to God. David said, "Let everything that has breath praise the Lord. Praise the Lord!" (Psalm 150:6). Throughout history, troubled people came to the Psalms during times of depression and sorrow. There they found spiritual comfort, inner peace, strength, healing, and love. For therapy, set aside daily time to read and meditate on the Psalms. This will improve spiritual health, postpone health difficulties, and provide skills to better cope with sickness, stress, or loss. Never lose sight of dependence upon God, who is the source of life and health; His Word is life. Jesus said, "The words that I speak to you are spirit, and they are life" (John 6:63, NKJV).

We are living in a materialistic society, and "many of our patients," says professor Ghadirian, "complain of feeling 'empty.' Some of them fill in this "emptiness" with alcohol and mind-altering drugs."[374] Today, emptiness and loneliness are a big problem. The eastern type of meditation is a problem because it attempts to empty the mind. The Bible is not only the world's bestseller but the best spiritual food that can fill in this "emptiness". Ellen White said, "Let the truth of God be the subject for contemplation and meditation. Read the Bible, and regard it as the voice of God speaking directly to you. Then you will find healing power, inspiration, and that wisdom which is divine."[375] The meditation that is a part of Bible reading is an effort which will fill the mind with God's Word as a source of life and it will give healing, hope, and coping power. As a result, "The

[369] White, *Desire of Ages*, *Desire of Ages* (Boise, ID: Pacific Press Publishing Ass., 1940), 389.
[370] Mark Finlay, "Biblical Spirituality: Rediscovering Our Biblical Roots or Embracing the East?," Ministry, *International journal for Pastors*, August 2012.?
[371] E. G. White, *Counsels on Diet and Food* (Washington, DC: Review and Harold Pub. Ass., 1976), 89.
[372] Finlay, *Ministry*, August 2012.
[373] Kuzma, *Fit forever: One-a-day devotionals for Body, Mind and Spirit*, 328.
[374] Ghadirian, *Is spirituality relevant to the practice of medicine?*, 231.
[375] White, *Testimony Treasures*, 3 vols. (Mountain View, Ca: Pacific Press Publishing Association, 948), 188.

Word of God, received into the soul, molds the thoughts, and enters into the development of character."[376] It is the source of healing power for the spirit. In such ways, spirituality provides power and strength through the Word of God, fills the mind, and contributes to a holistic approach in the healing process.

2. The spiritual method of healing through the Logos.

"Christian spirituality", said Simon Chan "is to be understood in terms of a *personal relationship* with God."[377] Thus, Biblical spirituality is focusing on knowing God, and doing His will (John 17:3). God, Logos, is one who exists from the everlasting (Micah 5:2; John 1:1); one who revealed Himself in the form of a man, in the Personhood of Jesus Christ (John 1:14). In other words, John presents a "higher" Christology (meaning that it describes Jesus as the incarnation of the divine *Logos*, establishing the doctrine of the *divinity of Jesus Christ* and His position as God the Son in the *Trinity*). The Christian concept of the Logos is derived from the first chapter of the Gospel of John, where the Logos (often translated as "Word")… simply translated into English as: "In the beginning was the Word, and the Word was with God, and the Word was God. He was in the beginning with God. All things were made through Him, and without Him nothing was made that were made. In Him was life, and that life was the light of men. And the light shines in the darkness, and the darkness did comprehend it" (John 1:1-5 NKJV). The last four words of John 1:1 (θεὸς ἦν ὁ λόγος, literally "God was the Logos," or "God was the Word") … In the translations, "Word" is used for *Logos* (λόγος), but in theological discourse, this is often left untranslated. The Gospel According to John (*Greek* τὸ κατα Ἰωάννην εὐαγγέλιον), (John) begins with a *Hymn to the Word* which identifies Jesus as the *Logos* and the *Logos as divine*: "And the Word became flesh and dwelt among us, and we beheld His glory, the glory as of the only begotten of the Father, full of grace and truth" (John 1:1-3, 14, NKJV)."[378]

Therefore, the Word used for *Logos* (λόγος) in John 1:1, "become flesh"; in John 1:14, the incarnated Christ, who was with God the Father from eternity, took human nature upon Himself, and is actually identified as God. In other words, Jesus (Word) as Logos is a divine Person! And we can communicate and meditate with Him (Person). The Logos as found in Jesus can be experienced and contemplated too; we can have fellowship with the Logos because He is a person. Yes, Logos came down to us, to this world in the form of a person. One by whom "all things were created that are in heaven and that are on earth…And He is before all things, and in Him all things consist" (Colossians 1:16-17). It's not the natural force, gravitation and other three that holds the universe; but the Logos, a God-Person. And Jesus said, "I came that they may have life and have it more abundantly" (John 10:10); He also said, "Come to me, all you who labor and are heavy laden, and I will give you rest" (Matthew 11:28). The Bible provides where the healing power is coming from and indicates the importance of meditating with Logos on a daily basis. How then does spiritual healing work in our souls?

Mrs. White is answering by saying, "What food is to the body, Christ must be to the soul. Food cannot benefit us unless we eat it, unless it becomes a part of our being. So Christ is of no value to us if we do not know Him as a personal Savior. A theoretical knowledge will do us no good. We must feed upon Him; receive Him into the heart, so that His life becomes our life. His love, His grace must be assimilated."[379] In that relationship and contemplation with Logos, the healing power through meditation makes our body, mind, and soul feel happier and healthier. Accordingly, all spiritual concerns of the patients and their beliefs ought to be acknowledged and addressed by medical workers before any intervention takes place, for the sake of human being and the benefits to medical science.

3. The spiritual method of healing through prayer and faith.

There is healing power in prayer. "According to a National Institutes of Health survey of 31,000 people", says Victor Parachin, "Prayer is the most commonly used form of alternative medicine. When 269 doctors attending a meeting of the American Academy of Family Physicians were polled, ninety-nine percent said they believe religious faith contributed to healing."[380] Professor Ghadirian also confirmed that "The spiritual method of healing is through prayer and turning to the Creator for assistance. Both means should be included in medical practice."[381] According to the Bible, it is a critical part of mental, physical, and spiritual healing. Time after time, the Bible reminds people to pray when they are distressed. "Is anyone among you in trouble? Let them pray…and the prayer offered in faith will make the sick person well" (James 5:13-15, NIV). Ellen White says

[376] White, *Desire of Ages*, 391.
[377] Jensen, *Subversive Spirituality*, 291.
[378] http://en.wikipedia.org/wiki/Logos...Christology...Christianity...Gospel_of_John
[379] White, *The Desire of Ages*, 389
[380] M. Victor Parachin, "The Healing Power of Prayer," *Vibrant Life Magazine* (November/December 2011), 28.
[381] Ghadirian, *Is spiritualiuty relevant to the practice of medicine?*, 233.

that prayer is a great privilege, and she adds that "We, too, must have times set apart for meditation and prayer, and for receiving spiritual refreshing. We do not value the power and efficacy of prayer as we should. Prayer and faith will do what no power on earth can accomplish."[382]
Let us see how a top neurosurgeon, Ben Carson, used spiritual methods to balance life's conflicting demands. As a former director of pediatric neurosurgery at the Johns Hopkins Medical Institution in Baltimore, Maryland, he is the best example of practicing prayer and faith in his life. "In 1987, Dr. Ben Carson made medical history by being the first surgeon in the world to successfully separate conjoined twins (the Binder twins) who were conjoined at the back of the head (craniopagus twins). Operations to separate twins joined in this way had always failed, resulting in the death of one or both of the infants. Carson agreed to undertake the operation. The 50-member surgical teams, led by Carson, worked for 22 hours. At the end, the twins were successfully separated and survived independently."[383] LaVerne Henderson commented that later Dr. Carson stated, "I had none of my fancy equipment, just my scalpel and faith in God." Now that is what success is; it's taking your God-given talent … and never being ashamed of God."[384]

Vikki M. Fields reported in *Vibrant Life* that Dr. Carson sits on the board of directors of the Kellogg Company and is a Fellow of the Yale Corporation. He is in demand as a speaker and travels extensively talking about his life and philosophy. A few years ago, he founded the Carson Scholars Fund and added a philanthropist's ball to his collection. …In addition to these very public responsibilities, Carson (husband, father, and son), raised by a single mother with a third-grade education, is fiercely devoted to his family and church Bible study group. How does Carson seemingly do it all?

[He comments] … "I ask God for wisdom. … Neurosurgery is one of the three most stress-related jobs. The average age of death for neurosurgeons is 59 years of age. I don't get stressed out because of my faith. I say, Lord, I'm just going to do what I can. He gets the credit for the good things and the blame for the bad things, so I just go in and relax. …When I think I'm busy, I think frequently about the life of Christ. I think back on all the things He did in the last few years – that put things into perspective. I think, *Man, He was a busy guy*. I also think about what a short time we are here. …What an extraordinarily balanced view."[385] Conclusively, the spiritual method of healing (due to prayer and faith), provides power, encouragement, and contributions to a holistic approach to the healing process and life-coping skills.

4. The spiritual method of healing through healthy lifestyle.

The question really is: How does religion and spirituality influence health through a healthy lifestyle? The University of Maryland Medical Center has an answer. They say "Spirituality can positively influence immune, cardiovascular (heart and blood vessels), hormonal, and nervous systems. An example of a religion that promotes a healthy lifestyle is Seventh-Day Adventism. Those who follow this religion, a particularly healthy population, are instructed by their Church not to consume alcohol, eat pork, or smoke tobacco.[386] The same university also provides the result of a research study that has been done in the Netherlands among the Seventh-day Adventist. "In a 10-year study of Seventh-Day Adventists in the Netherlands, researchers found that Adventist men live 8.9 years longer than the national average, and Adventist women live 3.6 years longer. For both men and women, the chance of dying from cancer or heart-disease was 60-66% less than the national average."[387]

This concept was made more famous when the *National Geographic* named Loma Linda University [California] as one of five Blue Zones in the world; with the longest living populations. This study clearly showed the benefits of a healthy lifestyle. The healthiest lifetime-Adventists were those who follow all the health principles – living 7-10 years longer than their community counterparts.[388] According to the university president, Professor Richard H. Hart, MD, PhD, LLUH, "Loma Linda University has been encouraged by the federal government to develop wellness and health improvement programs for the whole country." He said, "We're inspired by a higher calling to transform lives by sharing our Adventist lifestyle with the world. … The Adventist lifestyle – vegetarian diet [plant-based], avoiding addictions, regular exercises, rest, and other healthy practices – is proven to extend the length and quality of lives. … It is grounded in the teaching and healing

[382] White, *The Ministry of Healing*, 222.
[383] hhtp://en.wikipedia.org/wiki/Conjoined_twins
[384] Kuzma, *Fit forever: One-a-day devotionals for Body, Mind and Spirit*, 143.
[385] Vikki Montgomery Fields, "A Physician's Guide to Controlling Stress*," Vibrant Life magazine*, Vol. 14, #5, (September/October 1998), 20-23.
[386] University of Maryland Medical Center (UMMC), *Spirituality (Overview)* 2: 2014.
http://umm.edu/health/medical/altmed/treatment/spirituality, *2014 University of Maryland Medical Center* (UMMC), 2.
[387] Ibid.
[388] H. Richard Hart, "The Loma Linda Report," *Adventist World*, Vol. 9, # 2 (February 2013), 39.

ministry of Jesus Christ. … It needs to be wrapped in spiritual awareness, as well as a supportive community and service to others. These are the real reasons why we have longer and healthier lives. … The Loma Linda University Health study shows that SDA's have less cancer than others …more than knowledge will be required. Also needed is a sense of hope, encouragement by others, and valuing of self. This necessary empowerment comes only from God."[389]

The best example of the spiritual method of lifestyle healing is the amazing story of Mrs. Lydia Newton. Terry Butler, associate director of the Adventist Health Study-2, reported that she celebrated her 110th birthday in March, 2003. Lydia is officially recognized as the thirty-seventh oldest person in the world, and probably the oldest Seventh - day Adventist. …When I greeted her, I said, "Are you really 110?" With a twinkle in her eye and a big smile, she laughed, "Yes, I have a birth certificate to show you."[390] She was born on March 23, 1893, just ten years before the Wright brothers flew the first plane. Her parents came to USA from Alsace, France. Besides her healthy lifestyle, genetics contributed to Lydia's long life. It is likely she has never eaten pork, and she is not a big meat eater. As Dr. Butler said, she loved beans, potatoes, and other vegetables, and ate a bowl of oatmeal every day. The important things in her life have always been God, her faith, and helping others.[391] Without a doubt, the spiritual method of healing through a healthy lifestyle benefits the participant, their chosen lifestyle, and quality of life. They live ten-years longer and have more quality living.

VII. BIBLICAL PRINCIPLES OF CURE AND THE HEALING PROMISES – MEDITATE DAYLY

* "The Lord redeemed the soul of His servants: And none of them that trust in Him shall be desolated." Psalm 34:22.
* "For every trial, God has provided help." MH/101
* "In the fear of the Lord is strong confidence: And His children shall have a place of refuge." Proverbs 14:26.
* "Those who surrender their lives to His guidance and to His service will never be placed in a position for which He has not made provision." MH/101
* Zion said, Jehovah hath forsaken me, and The Lord hath forgotten me. Can a woman forget her sucking child, That she should not have compassion on the son of her womb? Yeah, these may forget, yet will not I forget thee. Behold, I have graven thee upon the palms of My hands." Isaiah 49:14-16.
* "Whatever our situation, if we are doers of His word, we have a Guide to direct our way; whatever our perplexity, we have a sure Counselor; whatever our sorrow, bereavement, or loneliness, we have a sympathizing Friend." MH/101
* "Fear thou not; for I am with thee: Be not dismayed; for I am thy God; I will strengthen thee; yea, I will help thee; yea, I will uphold thee with the right hand of My righteousness."
Isaiah 41:10.
* "If in our ignorance we make missteps, the Savior does not forsake us. We need never feel that we are alone….There are no dangers which they may not escape. There is not a sorrow, not a grievance, not a human weakness, for which He has not provided a remedy." MH/101.
* "Ye that have been borne by Me from your birth, That have been carried by Me from your earliest breath, Even to your old age I am the same; Even to hoar hairs I will carry you; I have done it, and I will still bear you; I will carry, and I will deliver you."
Isaiah 46:3-4.
* "When temptations assail you, when care, perplexity, and darkness seem to surround your soul, look to the place where you last saw the light. Rest in Christ's love and under His protecting care. When sin struggles for the mastery in the heart, when guilt oppresses the soul and burdens the conscience, when unbelief clouds the mind, remember that Christ's grace is sufficient to subdue sin and banish the darkness. Entering into communion with the Savior, we enter the region of peace." MH/101[392]

VIII. CONCLUSION

As we mentioned, there are several methods which sustain the importance of spirituality and religion in medical science. Antony Flew quoted Paul Davies as saying, "Science can proceed only if the scientist [medical workers] adopts an essentially theological [Biblical] world view."[393] They are absolutely right, and I hope this study will help our medical and science workers to better understand that there is healing power in Biblical theology. Patients will want to freely use these concepts throughout their medical treatment, if they are permitted to adopt them for supplementary use. As a clinical pastoral educator, spiritual head, and health educator, I know exactly how patients feel when I am visiting them, either in their homes or hospitals, and have prayer with them.

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[389] Ibid.
[390] Terry Butler, "Still Laughing at 110," *Adventist Review*, January 2004, p. 25.
[391] Ibid. 26-27.
[392] E. G. White, *Ministry of Healing* (Silver Springs, MD: Better Living Publications, 1990), 97-106.
[393] Flew, *There Is a God*, 107.

In Kay Kuzma's devotional book, there is an amazing healing story about Ellen Dippenar, whose husband died from an accident. Her sister died from a heart attack, and her only child died of polio. While she was living alone, Ellen suffered from a heart attack and was admitted to the hospital. During recuperation, she had a slight problem with her vision because of corneal dryness, so she asked a nurse to give her some artificial teardrops. The nurse accidentally gave her carbolic acid, which blinded her. In addition to that, she contracted leprosy. One by one, her toes began to ulcerate, became necrotic, and cause her feet to be deformed. During the 55 years of her life, she had to have 57 surgeries.[394]

Yes, with many types of healing, the Lord wants to help us through, He says: "For I will restore health to you and heal you of your wounds…" (Jeremiah 30:17, NKJV). Ellen and many others would like to have been healed right away, but instead they went for many years with extreme pain and suffering. It is a wonder that they made it through life with hurt and pain, and still smiled. They were saying, "God still loves me. I am still alive. I am looking forward to the day when Jesus comes. Then I will receive a perfect body and will meet my husband, sister, and son." We cannot argue with such faith and healing because "It was the same hope [faith] Ellen had that kept her attitude healthy."[395] Thus, we cannot ignore patients' spiritual needs because may lead to negative results. Knowing a spiritual history is so important for medical workers in order to be aware of patient's spiritual needs.

This paper shows that when we go through physical, mental, and spiritual difficulties, the spiritual methods of healing are the most powerful weapons we can rely on. In the past, the healing power of spirituality hasn't been used consistently in medical science because of a lack of understanding, because spirituality wasn't considered part o f the scientific domain and because of prejudice towards religion. We can all understand how prejudice can be weird; as Albert Einstein said, "It's easier to break the atom than prejudice."

However, I am so glad that in the beginning of this new millennia, understanding and interaction between science [medical], religion, and spirituality is growing. We now know how to treat it all as equal with the body, mind, and spirit. If everyone would stand up, speak up, and write up, changes could still be made. So the question is: How can individuals make changes towards helping and bringing others back to the *spiritual foundation* that is the heart of prosperity for a normal, healthy, and happy life? I believe that Biblical formation of spirituality is the best model for spirituality. It is this foundation that provides the best healing solution for the whole person – mind, body, and spirit.

It is clear that the worlds of religion and science will not consistently think alike or be of the same mind. The International Federation of Communication, the European Centre, Maribor, and Croatian Communication Society are a big trio in the world; they have a heart for all. As individuals, we do still have freedom to choose. Let us all remember to follow the argument wherever it leads. Each individual must work out his own prejudices in order to love and care more for ecce *homo* – the whole person.

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[394] Kuzma, *Fit forever: One-a-day devotionals for Body, Mind and Spirit*, 58.
[395] Ibid.

TRANSPARENTNOST I SIGURNOST U GLOBALNOM KOMUNIKACIJSKOM DRUŠTVU

TRANSPARENCY AND SECURITY IN THE GLOBAL COMMUNICATION SOCIETY

MULTIMEDIA SYSTEM FOR VISUAL AND INFRARED SPECTRUM OF A NEW IDENTITY CARD

Vilko Žiljak, Jana Žiljak Vujić, Davor Cafuta, Klaudio Pap, Ivana Žiljak Stanimirović, Ivan Dodig

Sažetak
Novi informacijski sustav baziran je na višestrukim slikama i tekstovima koji se međusobno štite otiskivanjem u CMYKIR postupku. Razlučuju se s VZ kamerom kaja ima dva objektiva za čitanje u vizualnom i infracrvenom spektru. Otisak dokumenta je podređen teoriji INFRAREDESIGN®. Na istom mjestu novog osobnog dokumenta nalaze se numeričke, slikovne i kodne informacije. Jedna drugoj ne smetaju jer se razlučuju s barijernim čitačima u različitim spektralnim područjima. Točke i područja čitanja su dovoljno spektralno udaljena, tako da svaka kamera prepoznaje informacije koje su ciljano za nju programirane. Otisak na novoj osobnoj kartici nosi portere u dva stanja od kojih je jedan prepoznatljiv s golim okom. Na istoj osobnoj iskaznici nalaze se višestruki QR kodovi otisnuti jedan preko drugoga, a koji pružaju tekstualne informacije. Jedan se QR cod može čitati konvencionalnim bar-cod čitačem a drugi QR cod je čitljiv sa Z kamerom u IRDM uređaju. Svjetlosna barijera za infracrvenu kameru je postavljena u Z vrijednost od 1000 nm. Podaci se spremaju u organiziranu bazu podataka koja se pretražuje preko tekstualnih informacija dobivenih iz sakrivenog QR coda. Prepoznavanje portreta moguć je za svaki njegov položaj posebno, onako kako su otisak razlučile VZ kamere. Nova identifikaciona kartica se ne može reproducirati današnjim RGB skanerima te poznatim programima za obradu slike. Postupak spajanja više informacija otisnutih na istom mjestu, štite novi IRD način osobnog dokumenta od eventualnog pokušaja krivotvorenja. Uređaj za VZ čitanje odbacio bi svaku karticu koja nema orginalno izvedene sakrivene codne zapise.

Ključne riječi: INFRAREDESIGN, CMYKIR separacija, ZRGB kamera, IRDM čitač

INFLUENCE OF INTELLIGENCE REVOLUTION ON THE DEVELOPMENT OF INFORMATION SCIENCE, STRENGTHENING THE TRENDS OF INFORMATION TOTALITARIANISM AND THE DEVELOPMENT OF INFORMATION LAW

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Sažetak
Totalitarističkim karakteriziramo društvene čimbenike i procese koji ugrožavaju ljudska prava, privatnost i napose komunikacijsku privatnost pojedinca. Moderna informacijska znanost dobila je dva snažna poticaja za razvoj u području obavještajnih djelatnosti, prvi za vrijeme i nakon Drugog svjetskog rata, a drugi u prvom desetljeću novog tisućljeća u Sjedinjenim Američkim Državama (SAD). Na početku 1990-ih godina dogodila se obavještajna revolucija. Od tada se, ovisno o stavu prema obavještajnoj revoluciji, svijet dijeli na obavještajno bogate i obavještajno siromašne zemlje i društva. Novu konceptualizaciju obavještajnih aktivnosti zahtijeva i činjenica da klasificirani podaci predstavljaju samo 1 % obavještajnog materijala, pa je glavno pitanje kako dobiti i snaći se u preostalih 99 % javno dostupnih informacija i komunikacija. Živimo u svijetu što ga obilježavaju tendencije informacijskog totalitarizma kojeg omogućuju moderna informacijsko-komunikacijska tehnologija i globalne računalne mreže te masovni podatci („big data“). Totalitarna posrnuća u posljednjih 100 godina jesu: fašizam i nacional-socijalizam, sovjetski „komunizam“, tehnokratizam i različni vjerski funadamentalizmi. "Spoznajni" ideal tajnih obavještajnih služba "crnih" i "crvenih" totalitarnih režima jest „znati sve o svakome"! Ukazujemo na globalnu digitalnu (tehnološku) ugroženost slobode u suvremenom globalnom informacijskom društvu rizika. Novi digitalni svijet globalnih mrežnih komunikacija također zahtijeva dramatične promjene u području obavještajnih aktivnosti te je također i Agencija za nacionalnu sigurnost (National Security Agency – NSA u SAD morala ažurirati strategiju i premjestiti se "u živo na mrežu" jer u novim okolnostima nije mogla ostati samo pri pristupu analognim komunikacijama u poslovima nacionalne obrane i sigurnosti građana kao prioritetnih ciljeva djelovanja. O jačanju informacijskog totalitarizma svjedoče navlastito otkrića »zviždača« na čelu s Edwardom Snowdenom o moralnoj, pravno nezakonitoj i politički neprihvatljivoj djelatnosti suvremenih obavještajnih službi na čelu s NSA! Pišemo o građanskoj hrabrosti zviždača i proturječnostima demokratskog društva. Posebice obrađujemo odnos špijunaže i demokracije te o četirima čimbenicima uključenim u taj kontekst. Informacijski totalitarizam ne ugrožavaju vojna sila, revolucije ili ratovi, nego hrabri pojedinci! Analitički prikazujemo kaznena djela Edwarda Snowdena u svjetlu važećih zakona SAD. Opisujemo program Prism i druge programe NSA koje je svjetskoj javnosti otkrio Edward

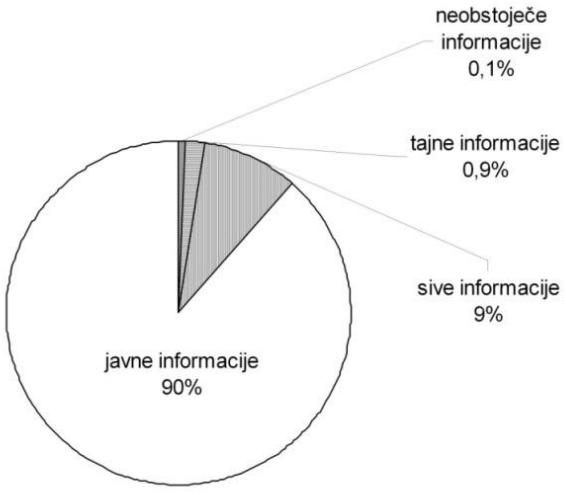
Snowden. Napose prikazujemo program Muscular NSA za špijunažu američkih građana. Bavimo se pitanjem da li je kolektivna sigurnost vrijedna svoje cijene na račun prava pojedinca i pitanjem za koliku smo se cijenu pripravni odreći svojih individualnih građanskih prava. Preispitujemo tvrdnju da razvoj prava kasni za razvojem informacijsko-komunikacijske tehnologije (IKT) i njenom uporabom u obavještajnoj djelatnosti te posljedicama kašnjenja. Dajemo model zakonskog uređenja posebnih oblika prikupljanja podataka u različnim državnim uređenjima, koji uvažava gornju tvrdnju. Model je ograničen samo na praćenje međunarodnih sistema veza kao najčešćeg zlorabljenog oblika rada obavještajnih službi. Prikazujemo zakonsko uređenje praćenja međunarodnih sistema veza u Republici Sloveniji kojeg u svom radu koriste Slovenska obavještajno – sigurnosna agencija (SOVA) i Obavještajno – sigurnosna služba Ministarstva obrane (OVS. Pokazujemo da je u zakonodavstvima većine europskih država, koja uređuju rad obavještajnih odnosno sigurnosnih službi, prepoznat oblik rada odnosno mjera kao što je »praćenje međunarodnih sistema veza«. Pravne norme, slične slovenskima možemo naći i u njemačkom, francuskom, nizozemskom i drugim pravnim poretcima, no s time u svezi valja upozoriti da su odredbe Ustava Republike Slovenije u dijelu koji se odnosi na osiguravanje privatnosti zacijelo strože. Legitimnost, legalnost, razmjernost i određenost (*lex certa*) pravnih normi koje uređuju »praćenje međunarodnih sistema veza« jest jedno od ključnih pitanja važećeg pozitivnog pravnog poretka u ZSOVA. Usklađenost normi s ustavom i međunarodnim pravnim dokumentima, kao i adekvatnost, jasnoća i prikladnost za praktičan rad obavještajnih i sigurnosnih službi te za razumijevanje pojedinca u smislu ograničavanja odnosno zadiranja u njegova prava jesu ključna pitanja koja definiramo, analiziramo i ocjenjujemo.

Ključne riječi: digitalna i obavještajna revolucija, informacijski znanost, informacijski totalitarizam, informacijsko pravo, zviždač, obavještajne službe, posebni oblici rada, praćenje međunarodnih sistema veza, nadzor međunarodnih komunikacija, legitimnost, privatnost, komunikacijska privatnost, razmjernost, Slovenska obavještajno-sigurnosna agencija (SOVA), Zakon o slovenskoj obavještajno-sigurnosnoj agenciji (ZSOVA)

UVOD

Zastupljenost informacija glede na dostupnost

Klasično špijuniranje jest prikupljanje povjerljivih, tajnih i teško dostupnih informacija na nedozvoljen način. Ali na povjerljive ili tajne informacije odnosi se tek 1 % podataka koje prikupljaju obavještajne organizacije dok se od preostalih 99 % informacija 9 % odnosi na »sive« a 90 % na javne informacije. Tajne informacije predstavljaju samo vrlo malen dio sveukupne aktivnosti prikupljanja informacija u korporacijama ili u nacionalnim obavještajnim agencijama, pa ljudi obično preuveličavaju njihovu važnost. Nerijetko također brkaju tajne i i povjerljive informacije s tzv. sivim informacijama, koje nisu publicirane ili široko distribuirane, ali su legalno dostupne, valja samo znati da postoje te pronaći pravi komunikacijski kanal. Tu spadaju fotokopirani dokumenti, reprinti znanstvenih članaka, glasine u poslovnim krugovima, prijedlozi projekata za istraživačke fondacije, razgovori s dobro informiranim specijalistima. Danas su obavještajne organizacije u najvećem dijelu fokusirane na 'javne' informacije koje su svima dostupne bilo u medijima ili pri pojedincima (Dedijer i Jequier, 1987: 18).



Zastupljenost različnih vrsta informacija glede na dostupnost u obavještajnoj djelatnosti

Obavještajna revolucija

Novi digitalni svijet globalno umreženih, a u velikom dijelu i šifriranih komunikacija iziskivao je revolucionarne promjene i u području obavještajne djelatnosti, napose osuvremenjivanje strategije i preseljenje »u živo na mrežu«, kao što je zapisano u novoj strategiji američke nacionalne agencije za sigurnost (National Security Agency - NSA), jer se u novim okolnostima ne može ostati samo pri dostupu do analognih informacija i komunikacija glede na obranu države i sigurnost državljana kao primarnih ciljeva obavještajnog rada.

Strategija NSA:

- vođenje strukovne radne snage za napredak i djelovanje kriptoloških sistema i alata na svjetskoj razini,
- podizanje učinkovitosti, iskorištavanja i zaštite znanja i djelovanja,
- smislena i sigurna razmjena elektronički prikupljenih podataka brzinom globalnih informacijskih mreža i
- mjerljivo povećanje sigurnosti sistema za nacionalnu sigurnost te drugih kritičnih operacija i informacija, kad i gdje je to potrebno.

Eurojust je osnovan 2002. godine radi borbe protiv težih oblika kriminala, a 2008. bio je donesen zaključak o jačanju Eurojusta. U 2010. godini Eurojust je pripravio višegodišnji strateški nacrt (MASP) za razdoblje 2012.-2014. godina koji slično kao NSA određuje četiri strateška cilja:

- poboljšati operativni rad,
- postati centar za učinkovite sudske mjere u borbi protiv prekograničnog kriminala,
- poboljšati odnose s ključnim partnerima i
- postići daljnji učinkovit način rada.

„Big Data"

Nakon obavještajne revolucije, koja se dogodila 1990-ih godina, svijet se dijeli na obavještajno razvijene i bogate te obavještajno nerazvijene i siromašne države i korporacije, a glavno pitanje nove konceptualizacije obavještajne djelatnosti jest kako prikupljati i snaći se u mnoštvu javno dostupnih elektroničkih informacija i komunikacija.

Moderna informacijska znanost je tako u prvom desetljeću 21. stoljeća dobila u području obavještajnih djelatnosti drugi snažni poticaj za razvoj. O tome rječito i slikovito svjedoče razvoj hardvera i softvera za prikupljanje, pohranjivanje, (meta)analizu i vrednovanje podataka o telefonskim komunikacija te o informiranju i komuniciranju na Internetu i Webu, a napose izgradnja Podatkovnog centra NSA u američkoj državi Utah (Bamford, 2012) te prinos razvoju i implementaciji modela »big data« (Mayer-Schoenberger i Cukier; Šercar, 2014). Prvi se dogodio 1940-ih godina, za vrijeme i neposredno nakon Drugog svjetskog rata u SAD (Burke, 1994).

Nov rezultat razvoja informacijske tehnologije i sadržaja su goleme količine podataka, tzv. masovni podatci (eng. *big data*).

Već je prije pet godina bilo utvrđeno da Googlova usluga Flu Trends zamijeti regionalne epidemije gripe 7-10 dana ranije od službenih centara za kontrolu i prevenciju zaraznih bolesti! Flu Trends pokazuje velik potencijal kao pravodoban, robustan i osjetljiv sustav nadzora. Tajna uspjeha Googlovog sustava jest velik broj korisnika koji pretražuju WWW, a u pozadini su ogromne količine podataka.

Masovni podatci pomažu pri odlučivanju *ad hoc* na osnovi pouzdanih prognoza, a time i pri modernizaciji poslovnih procesa i modela koji stvaraju dodanu vrijednost za ulagače, stranke, partnere, zaposlene i društvo u cjelini.

Masovni podatci imaju potencijal za povećanje udobnosti života ljudi, napose na području energije, prometa i zdravstva, gdje mogu pridonijeti znatnim poboljšanjima.

Datability[396] je inteligentna analiza podataka u obliku optimizacije procesa i učinkovitosti izvora za poticanje novih šansa. Masovni su podatci velika mogućnost! Znatan porast opsega raspoloživih podataka iz više izvora, kao što su senzori, mobilne naprave, mrežne transakcije i društvene mreže, predstavlja veliku priliku za razvoj i uspjeh.

Ključ za uspjeh su dostupnost i relevantnost. Da bi izvukli vrijednost iz masovnih podataka, potreban je automatski dostup u realnom vremenu prvenstveno i isključivo do relevantnih podataka, fleksibilnost pri određivanju i dinamičnom osuvremenjivanju strategije za dostup i prikupljanje podataka ne glede na izvor podataka, vrstu ili oblik. Relevantni i raspoloživi podatci omogućuju inteligentno i učinkovito odlučivanje te pridonose agilnosti i uspješnosti organizacije.

Potrebno je razlikovati između Interneta i masovnih podataka. Internet je predugojačio način komuniciranja. Masovni podatci su više nego samo komunikacija i izražavaju ideju da se iz velike količine informacija možemo učiti o stvarima koje inače ne možemo razumjeti s uporabom manje količine podataka. Masovni podatci polako mijenjaju naše razmišljanje o svijetu, razumijevanje događaja i donošenje odluka te spoznaja da su brojni aspekti života više vjerojatni nego strogo određeni.

[396] U hrvatskom jeziku ne postoji prikladan naziv za tuđicu koja uključuje izraze za masovne podatke, mogućnost, trajnost i odgovornost (eng. Big data, ability, sustainability, responsability), pa smo ga stoga ostavili neprevedenog i u kurzivu.

U 3. st. pr. n. e. su vjerovali da knjižnica u Aleksandriji čuva sveukupno ljudsko znanje. Danas je u svijetu toliko podataka da svaki čovjek ima 320-puta više informacija, nego u aleksandrijskoj zbirci, to jest približno 1200 EB (eksabajta). Kad bi sve te informacije pohranili na CD-e, pet stupaca tih CD-a bi sezalo do mjeseca!

Riječ je o najvećoj eksplozijo informacija u povijesti. Prije 2000. godine bila je samo četvrtina svih pohranjenih informacija u digitalnom obliku. Ostatak je bio na papiru, filmu i drugim analognim medijima. Budući da je količina digitalnih podataka rasla brzo –približno svake tri godine se je podvostručila – stanje se je posve promijenilo. Danas je pohranjenih informacija koje nisu u digitalnom obliku manje od dva postotka!

Za masovne podatke znakovita je *Dataficatio*[397]. Radi se o mogućnosti podatkovnog predstavljanja mnogih aspekata svijeta, koji prije nisu bili količinski opredijeljeni. Lokacija je na primjer najprije bila određena zemljopisnm dužinom i širinom, a danas satelitskim sistemima GPS. Pošto su računala zamijenila knjigu, riječi tretiramo kao podatke. Na Facebooku su preokrenute u podatke također i prijateljstva i stajališta, kao što je "sviđa mi se"!

Po novome unosimo u računalo dovoljno podataka da bi mogli zaključivati po vjerojatnosti da je, recimo, semafor zelen a ne crven, umjesto da »učimo« računalo, kao što su stručnjaci za umjetnu inteligenciju neuspješno pokušavali već desetljeća kako upravljati autom ili prevoditi s jezika na jezik!

Uporaba velike količine podataka zahtijeva tri temeljite promjene načina dostupan i upotrebe podataka:

- prikupljamo i uporabljujemo mnoštvo podataka umjesto male količine ili statističkih uzoraka;
- prednost dajemo netočnim podatcima umjesto točnim: sve češće se tolerira netočnost jer koristi od uporabe velike količine podataka različne kakvoće jednake su troškovima uporabe manje količine vrlo netočnih podataka;
- u mnogim se slučajevima ne trudimo otkriti uzroke u korist izračunu korelacija; umjesto da pokušamo razumjeti zašto se je motor pokvario ili zašto je nestao neželjeni učinak lijeka, istraživači mogu umjesto prikupljanja i analize ogromnih količina informacija upotrijebiti uzorke koji pomažu u prognozi događaja u budućnosti; masovni podatci pomažu odgovoriti na pitanje »što« a ne »zašto«, što je nerijetko »dovoljno dobro«.

Prije smo radili s relativno malim količinama podataka, jer su alati za prikupljanje, organiziranje, pohranjivanje i analizu podataka bili loši. Radi lakšeg proučavanja, informacije su se selektirale i reducirale na minimum. Radilo je o razvoju moderne statistike, koji je počeo potkraj 19. stoljeća i omogućio razumijevanje zahtjevnijih realnosti, također kad je postojalo malo podataka. Danas se je tehnička okolina okrenula za 179 stupnjeva. Još uvijek postoje ograničenja glede količine podataka s kojom možemo upravljati, ali je tih ograničenja mnogo manje nego prije, a s vremenom će ih biti još manje!

Podatke smo obrađivali uzorkovanjem koje smanjuje troškove i potrebno vrijeme za obradbu. Statističko uzorkovanje temelji na ideji da s određenom tolerancijom možemo zaključivati o cijeloj populaciji na osnovi malog podskupa slučajno izabranih podataka. Na osnovi slučajno izbrane skupine više stotina ljudi možemo prognozirati ponašanje glasača u cijeloj državi. U slučaju jednostavnih pitanja taj postupak dobro djeluje, ali zataji kad želimo ići dublje u podskupine u uzorku. No što činiti u slučaju kad želimo saznati tko je za kandidata birao žensku osobu mlađu od 30 godina koja živi sama? Najednom je slučajni uzorak neuporabiv, jer samo nekoliko ljudi ima te karakteristike u uzorku, a to je premalo za pouzdan zaključak o tome kako će podskup glasovati. No ako uporabimo sve podatke (n = sve, da upotrijebimo terminologiju statistike), problem iščezne.

Taj primjer otkriva još jedan nedostatak uporabe dijela podataka umjesto svih. Prije kad su ljudi prikupljali samo malo podataka, često su se morali već na početku odlučiti što prikupljati i kako prikupljene podatke upotrijebiti. Ako pak prikupimo sve podatke, ne treba unaprijed znati što namjeravamo uporabiti i za što. Naravno, nije moguće uvijek prikupiti sve podatke, ali je uvijek lakše obuhvatiti više od jednog uzorka koii bi bio reprezentativan za sve. U slučaju masovnih podataka ne radi se samo o oblikovanju nekolikih većih uzoraka, nego o iskorištavanju po mogućnosti što više postojećih podataka o tome što proučavamo. Statistika je još uvijek potrebna, ali se više ne moramo oslanjati na male uzorke.

Ponekad moramo pustiti da podatci govore sami. Način razmišljanja o podatcima – od nekoliko do svih – dovodi do treće promjene: od uzročnosti do korelacije. To predstavlja pomak od vječnog pokušaja razumjeti dublje razloge kako svijet funkcionira k jednostavnom učenju o međusobnoj povezanosti pojava. Poznavanje uzroka je poželjno. Međutim, problem je da je uzroke nerijetko iznimno teško utvrditi, pa često kad mislimo da smo ih utvrdili, nije ništa drugo negoli obična iluzija. Ekonomija ponašanja je pokazala da ljudi vide uzroke i kad još ne postoje. Zato moramo biti naročito pažljivi da spriječimo varave kognitivne pristranosti.

Dobar primjer zašto su korelacije koje utvrđujemo na osnovi masovnih podataka vrlo korisne, pa i onda kad su temeljni uzroci nejasni, predstavlja Googlov model za predviđanje gripe.

Mnogi tehnolozi vjeruju da su masovni podatci nastali u digitalnoj revoluciji koju je označila komercijalna uporaba osobnih računala početkom osamdesetih godina prošlog stoljeća kad je zahvaljujući napretku na području mikroprocesora i računalne memorije bilo moguće analizirati i pohranjivati informacije kao nikad prije. No samo je prividno tako. Računala i Internet su snižavanjem troškova za prikupljanje, pohranjivanje, obradu i

[397] U hrvatskom jeziku ne postoji prikladan naziv za tuđicu koja opisuje prijenos svega u numerički oblik ili podatak, pa smo ga stoga ostavili neprevedenog i u kurzivu

razmjenu informacija zacijelo omogućili pojavu masovnih podataka koji su u biti samo zadnji korak u nastojanju čovječanstva da shvati i kvantificira spoznaju o svijetu.

Kada stvari jednom pretvorimo u podatke, možemo preoblikovati i njihovu namjenu, a podatke dati u novim oblicima vrijednosti. Iz tih podataka, koje možemo pohraniti i analizirali, možemo saznati više o stvarima, što prije nismo mogli znati, jer stvari nije bilo moguće izmjeriti jednostavno i relativno jeftino.

Masovni će podatci korjenito promijeniti način kako vlade funkcioniraju i narav politike. Kada je riječ o stvaranju uvjeta za gospodarski rast, o osiguravanju javnih usluga ili o ratovima, oni koji budu u mogućnosti učinkovito iskoristiti masovne podatke bit će uvijek u velikoj prednosti. Masovni podatci isto tako pomažu pri povećavanju preglednosti demokratskog upravljanja. Oko ideje otvorenih podataka nikao je pokret koji nadmašuje zakone o slobodi informacija koje su svakidašnja pojava u razvijenim demokracijama. Zagovornici pozivaju vlade da se pobrinu za velike količine neškodljivih podataka koji bi bili na raspolaganju javnosti. SAD prednjače sa svojom web stranicom Data.gov. a mnoge druge države su slijedile njihov primjer.

Glavna etička pitanja u svezi s masovnim podatcima jesu: Što se događa s privatnošću? Da li će strojevi, a ne ljudi, donositi glavne odluke?

U isto vrijeme kad su vlade poticale uporabu masovnih podataka, morale su se pobrinuti za zaštitu građana od štetne prevlasti tržišta. Poduzeća, kao što su Google, Amazon i Facebook, gomilala su enormne količine informacija o svima i o svemu. Zakoni koji štite od monopolizacije tržišta robe i usluga, kao što su programska oprema i mediji, jer su veličina tržišta tih proizvoda relativno jednostavna za ocjenu. Ali kako da vlade upotrijebe propise protiv monopola na masovne podatke, na tržištu što ga je teško definirati, a koje neprestano mijenja oblik? Privatnost će postati još veća briga jer će više podataka zacijelo ugroziti osobne podatke, što predstavlja negativnu stranu »big data«, te se čini malo vjerojatno da će to spriječiti zakoni i suvremena tehnologija.

Propisi koji uređuju masovne podatke možda čak predstavljaju bojišnicu među državama. Europske vlade već su provjeravale Google po scenariju koji spominje na mjere Europske komisije protiv monopola Microsofta pred jednim desetljećem. Facebook bi mogao postati cilj sličnih mjera diljem svijeta, jer se tamo gomila ogromna količina podataka o pojedincima.

Nije slučajnost da su masovni podatci i *datability* glavna tema CeBIT 2014, toliko su naime te teme važne za suvremeno globalno informacijsko društvo!

Po predviđanjima skupine Gartner 2012 više od 85 % organizacija ne će moći učinkovito iskoristiti mogućnosti modela masovnih podataka do godine 2015., i to prije svega zato što se suočavaju:

- s enormnom količinom podataka – zaposleni, stranke, partneri i konkurenti neprekidno generiraju terabajte in petabajte dragocjenih podataka;
- s raznolikošću – masovni podatci dolaze u različnim, strukturiranim i nestrukturiranim oblicima iz mnogih (nutarnjih i vanjskih) izvora;
- s dinamičnošću – masovni podatci rastu i brzo mijenjaju u realnom vremenu te zato zahtijevaju kraće cikluse prerade.

Model masovnih podataka je u uporabi prvenstveno u obavještajnim djelatnostima. Lani je Edward Snowden svojim otkrićima o prisluškivanju nečuvenih razmjera izazvao veliku aferu koja u ovom trenutku potresa cio suvremeni svijet zaradi negativnih posljedica za brojne države i međunarodne odnose te mase pojedinaca koji su meta obavještajnih službа na čelu s NSA!

Smjernice za razvoj američke obavještajne djelatnosti

Kao glavni izazovi za razvoj američke obavještajne djelatnosti u 21. stoljeću prepoznata su sljedeća dva pitanja: kako poboljšati koordinaciju rada različitih agencija i kako usavršiti postupke za analizu obavještajnih podataka (Best, 2010).

Svrha obavještajnih djelatnosti trebalo bi biti zadovoljavanje potreba "korisnika" obavještajnih podataka od Bijele kuće do kabineta obavještajnih agencija i vojnih zapovjednika koji koriste iste sustave za prikupljanje obavještajnih podataka, ali je to jako skupo! Dobra suradnja je velik izazov za "vodstvo" i "upravljanje". Organizacijski odnosi u obavještajnoj djelatnosti vrlo su složeni, pogotovo u agenciji Ministarstva obrane (Defense Department).

S jedne strane postoji znatno i nepotrebno dupliranje rada, dok se s druge strane zanemaruju određeni "ciljevi" obavještajne djelatnosti.

U prosincu 2004. godine potpisani su reforma obavještajne djelatnosti i zakon za sprječavanje terorizma, koji su direktoru nacionalne obavještajne djelatnosti (DNI) osigurali ključne upravljačke ovlasti u tom području. Po zakonu je bio postavljen i poseban direktor CIA-e.

Članovi Kongresa će nastojati pratiti postignutu razinu učinkovitosti koordinacije. Međunarodni terorizam kao glavna prijetnja SAD-u jest veliki analitički izazov, kao što pokazuje bombardiranje komercijalnog zrakoplova u Detroitu 25. 12. 2009. Borba protiv terorizma zahtijeva usku suradnju između obavještajnih agencija i tijela izvršne vlasti, ali postoje mnogi institucionalni i proceduralni problemi koji koče suradnju između tih grana izvršne vlasti.

Tehnike za prikupljanje i analiziranje podataka o malim grupama urotnika se znatno razlikuju od tehnika za procjenu vojne sposobnosti pojedinih zemalja. Tada još nije bila omogućena američka obavještajna djelatnost na stranim jezicima. Ne postoji jedinstvo stajališta o tome da li je nadzor u borbi protiv terorizma u skladu sa Zakonom o nadzoru strane obavještajne djelatnosti (FISA) iz 1978.godine[398].
Jedan od glavnih ciljeva jest poboljšati postupke analize obavještajnih podataka, jer su obavještajni podaci o iračkom oružju za masovno uništavanje bili netočni pa su kongresmeni kritizirali uspješnost američke obavještajne zajednice u svezi sa stanjem u Iraku, Iranu i drugim kriznim područjima.
Glavna odgovornost obavještajnih agencija u budućnosti trebala bi biti potpora vojnim aktivnostima. Precizno vođena gađanja ovise o točnim informacijama o ciljevima u realnom vremenu. Obavještajna logistika za vojsku traži nove inovativne pristupe i razne obavještajne sposobnosti.
Bitna je također i humanija obavještajna djelatnost!

Prepoznavanje tendencija informacijskog totalitarizma
O tendencijama informacijskog totalitarizma u suvremenu svijetu, što ga omogućava informacijsko-komunikacijska tehnologija in globalne računalne mreže te masovni podaci (big data), svjedoče navlastito otkrića „zviždača" Hervéa Falcianija u svezi s bankarstvom, Karen Hudes o korupciji u Svjetskoj banki, Bradlyja Manninga i Juliana Paula Assangea u aferi, svjetski poznatoj pod imenom WikiLeaks, te, najposlije, »zviždača« Edwarda Snowdena u aferi prisluškivanja globalnih razmjera, u koju je upletena američka sigurnosna agencija NSA. Navedene ličnosti su primjeri »zviždača« globalnog značaja, inače postoje i »zviždači« nacionalnog značenja u državama diljem svijeta[399].
Assangeov WikiLeaks predstavlja početak nove vrste novinarstva. Istraživački novinari obično su se mučili s prikupljanjem informacija, a sada su stvari upravo obrnute. Novinari su zasuti ogromnom količinom tajnih internih dokumenata pa je njihova glavna zadaća kako se latiti pregledavanja i obradbe goleme količine podataka. Pregledavanje i obradba ištu razvoj nove programske opreme, koji pridonosi također i razvoju informacijske znanosti.
David Leigh, urednik odjela za istraživačko novinarstvo pri *Guardianu*, u intervjuu za Mladinu (2013) je rekao: »Svi su gledali Juliana Assangea, a Bradleya Manninga su zatvorili i nestao je kao sjena. Ali je on stvarni junak.«
Snowden, trenutno najpoznatiji zviždač, između ostalog je kazao novinarima: »Znam da će moji postupci imati gadne posljedice za mene, ali ću biti sretan bude li barem na trenutak razobličena veza tajnih zakona, nepravednih oprosta i neodoljive privlačnosti moći vlasti koja vlada svijetom. NSA može presresti praktično sve. Ne želim živjeti u državi koja može raditi takve stvari. Obamina se administracija boji informirane javnosti.«

Zviždačka hrabrost i strah većine građana od vlastite »demokratske" države
»Zviždač« obično otkrije istinu o korupciji i sistemskim nepravilnostima koje štete demokraciji, ljudskim pravima i privatnosti pojedinaca, a također nanose štetu i državnom proračunu. Nositelji tendencija informacijskog totalitarizma jesu »gospodari« središta otuđene informacijske moći, a djelovanje »zviždača«, koji zapravo vjeruju u demokraciju i vladavinu prava, jednostavna posljedica tih devijacija. »Zviždač« nesebično očekuje da će podatke koje otkrije preuzeti legalna vlast u državi i uporabiti ih u borbi protiv korupcije i drugih otkrivenim nepravilnostima v društvu. No vlasti u matičnim državama »zviždača« postupaju upravo obratno, i umjesto da podatke preuzmu i primjereno upotrijebe, progone »zviždače«[400], koji su zaradi toga svi redom prisiljeni na bijeg i traženje azila u tuđim državama koje su pripravljene u skladu s međunarodnim pravom osigurati sigurnost od »ruke pravde« vlasti matične države.
Primjeri zviždača pokazuju da su imali dugoročno pravo, ali im je bio ugrožen životi ili život rodbine, neke su čak zatvorili ili su pak bili prognani iz države.
Zviždačka hrabrost ide pod ruku s poslovnom etikom. Stručnjak za psihologiju i organizaciju rada Eva Boštjančič ustvrđuje: »Etika znači da se zna kada nešto nije u redu.« Uzor bi morali biti država i najviši organi koji bi morali znati što je pravilno te jedan drugoga upozoravati što nije u redu i koje stvari ne funkcioniraju (Banjanac Lubej, 2013).
Strah većine građana od vlastite »demokratske« države i »razreda« poslodavaca, koji za razliku od zviždača nisu niti malo uvjereni u demokraciju i vladavinu prava, o kojima su stranačkim političkim elitama inače »puna usta«,

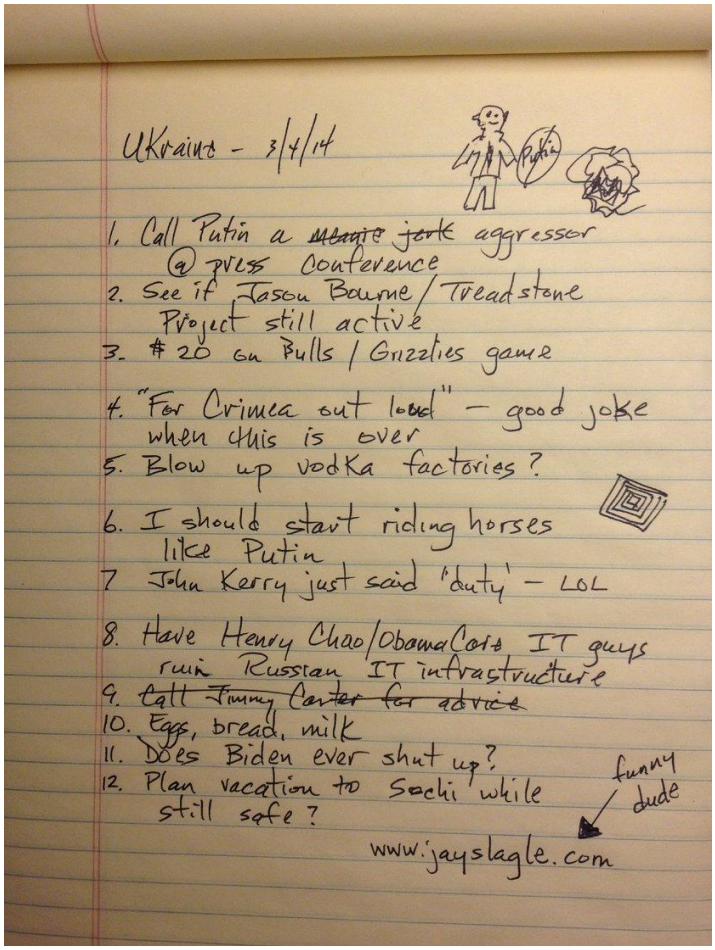
[398] Sud o nadzoru strane obavještajne djelatnosti (Foreign Intelligence Surveillance Court (FISC), a zovu ga i Sud FISA) jest savezni sud SAD, ustanovljen s ovlaštenjima u skladu sa Zakonom o nadzoru strane obavještajne djelatnosti iz g. 1978 (FISA) za odobravanje zahtjeva agencija koje imaju zakonsko pravo nadzora sumnjivih stranih obavještajnih agenata unutar SAD. Takve zahtjeve najčešće podnose NSA i FBI. Kongres je prihvatio FISA i njegov sud na osnovi preporuke američkog Senata, ali su njegove nadležnosti toliko raširile da ga nazvaju „paralelni vrhovni sud«!
[399] Zar nisu bili svojevrsni zviždači Sokrat, Isus Krist, Marx …
[400] U Ivanovom evanđelju u 8, 40 je zapisano: » Mjesto toga vi želite ubiti mene koji sam vam objavio istinu koju sam čuo od Boga.«

danas je činjenica i glavni simptom totalitarističkih tendencija i sumraka demokracije u većini država diljem svijeta!
Prije Snowdena su pojedine nepravilnosti u radu NSA otkrivali istaknuti stručnjaci u toj agenciji William Binney, Thomas Andrews Drake, Mark Klein, Thomas Tamm i Russell D. Tice.
Fabrice Hadjadj (2012) je identificirao sljedeća totalitarna posrnuća u posljednjih 100 godina: viziju fašizma i nacional-socijalizma: ujedinjena Europa kojom bi vladao "novi čovjek", sovjetski komunizam: besklasno društvo u kojem si svi proleteri navodno daju ruke; plan tehnokracije: proizvesti nadčovjeka koji će uspostaviti mir u velikom svjetskom „hipermarketu“, poziv džihadista: na cijeloj zemlji uspostaviti islam koji će dobivati sve materijalne blagodati Alaha. U svakom je od ovih slučajeva riječ o formiranju savršenog društva (raja na zemlji *hic et nunc*) u kojem kruh, mir i zemlja osiguravaju čovjeku sreću site zvijeri. "Spoznajni" ideal tajnih obavještajnih službi u društvima s elementima bilo"crnih" bilo "crvenih" totalitarnih režima jest „znati sve o svakome"!
Wolfgang Schmidt, nekadašnji pukovnik tajne obavještajne službe Njemačke demokratske Republike izjavio je da bi Stasi[401] smatrao Prism programom iz snova. U nastavku je kazao: "Krajnje naivno je misliti da jednom prikupljeni podatci ne će biti i upotrijebljeni. To je priroda tajnih vladinih organizacija. Jedini način da se zaštiti privatnost ljudi jest da se vladi u prvome redu ne dozvoli prikupljanje tih podataka.

Analitički prikaz kažnjivih radnja Edwarda Snowdena glede na važeće zakone SAD
Snowden se po američkim zakonima suočio s trima kažnjivim djelima.
Prvo kažnjivo djelo jest pronevjera: krađa državnog vlasništva po članku 641 kaznenog zakonika SAD (United State Code). Po toj osnovi Snowdenu grozi do10 godina zatvora i novčana kazna.
Drugo djelo spada u članke 793 i 798 kaznenog zakonika SAD - dio zakonika što ga obično nazivaju Zakon o špijunaži (Espionage Act).
Djelo iz članka 793 (d) jest nedozvoljeno posredovanje podataka o nacionalnoj obrani. Isto tako donosi najviše 10 godina zatvora i novčanu kaznu.
Djelo iz članka 798 (a) (3) jest namjerno posredovanje tajnih obavještajnih podataka neovlaštenoj osobi.
Snowden je prema tome suočen s najviše 30 godina zatvora i novčanim kaznama, a mora vratiti i vladino gradivo što ga ima u posjedu ako se vrati u SAD na bilo koji način.
Uvijek je moguće podnijeti više obtužba za kažnjiva djela, jer je predmet u aktivnoj istrazi. (Članak 794 zakona predviđa također i smrtnu kaznu kao moguću kaznu za davanje informacija neprijatelju za vrijeme rata.)
Zakon o špijunažie nastao je u vrijeme Prvog svjetskog rata, a podnio ga je u prihvaćanje Kongresu predsjednik SAD Woodrow Wilson. Zakon je dopunjen 1918. godine sa spornim amandmanima protiv prevrata, koji zabranjuje javnu kritiku vlade SAD!
Vrhovni sud je podupro zabrane slobode govora u znamenitoj odluci *Schenck protiv SAD*. Suglasna odluka suda uključuje dva pojma koja su bila desetljećima od ključne važnosti za rasprave o Prvom amandmanu Ustava SAD (tzv. First Amendment).
»Ni najstroža zaštita slobode govora ne može zaštititi čovjeka koji lažno viče da gori kazalište i time stvara paniku«, ustvrdio je sudac Oliver Wendell Holmes Jr
Amandmane protiv prevrata Kongres je poništio nakon Prvog svjetskog rata. Sud je također suzio definiciju nezaštićene slobode govora u slučaju *Schenck* i u drugom važnom slučaju *Brandenburg protiv Ohio* (1969).
Kongresna služba za istraživanja (Congressional Research Service – CRS) dala je Kongresu svoje mišljenje o Zakonu o špijunaži u siječnju 2013. godine, kad je počelo suđenje vojniku Bradleyu Manningu, optuženom u slučaju WikiLeaks.
»Brojni drugi slučajevi koji uključuju kažnjiva djela po Zakonu o špijunaži ukazuju na relativno strogu politiku Obamove administracije u svezi s kaznenim progonom osoba, osumnjičenim za otkrivanje povjerljivih informacija u medijima«, izjavila je službena odvjetnica Jennifer Elsea.
CSR je upoznao i Kongres o pitanju Prvog amandmana: mogući kazneni progon medijskih kuća koje objavljuju otkrivene tajne podatke iz drugih izvora.
»Dok se čini da su progoni u porastu, otkrivanja povjerljivih informacija medijem bila su razmjerno rijetko kažnjavana kao kažnjiva djela i ne znamo ni za jedan slučaj da je posredovatelj informacija, dobivenih na osnovi neovlaštenog otkrića od vladinog dužnosnika bio progonjen zbog njihove objave«, kazala je Elseaova.
»Ovdje su možda prisutne implikacije Prvog amandmana, koji može stvoriti poteškoće za progon, da ne spominjem političke posljedice zbog zabrinutosti glede vladine cenzure.«

[401] Stasi je na općepoznati akronim za Staatssicherheit, to jest za zloglasnu tajnu sigurnosnu policiju Ministarstva za državnu sigurnost (Ministerium für Staatssicherheit) Njemačke demokratske republike sa sjedištem u Istočnom Berlinu, osnovanu 1950. godine Opisuju je kao jednu od najučinkovitijih i najrepresivnijih obavještajnih agencija u povijesti. Njen je moto bio »Schild und Schwert der Partei« (Štit i mač stranke), i to vladajuće Socijalističke stranke jedinstva Njemačke (Sozialistische Einheitspartei Deutschlands, SED). (Wikipedia, 2013).

Britanski časopis *The Guardian* i *Washington Post* su prvi objavili informacije koje je posredovao Snowden, a a do kojih je došao kao analitičar pri NSA.
CSR govori i o spornim stvarima uključenim u izručivanje osumnjičenog i optuženog za špijunažu.
»Ne postoji međunarodni sporazum na snazi koji predviđa izručivanje za špijunažu kao kažnjivo djelo«, kaže CSR. »No Snowdenov će slučaj zacijelo odrediti zakoni o izručivanju države u kojoj prebiva.«
Snowden je dobio azil v Rusiji u trajanju od jedne godine! Osim Rusije govorilo se i o Ekvadoru, Kubi i Venezueli (te Vatikanu!?) kao mogućim destinacijama.
Otac Edwarda Snowdena Lon Snowden je u listopadu 2013. godine bio nekoliko dana u Rusiji u posjetu sinu. Novinarima je dao izjavu da njegov sin ima još puno toga za kazati da bi svijet čuo cijelu istinu. Američke ga vlasti drže izdajicom, a obožavatelji borcem za ljudska prava. Njegov sin nije bjegunac nego politička izbjeglica u Ruskoj federacij u skladu sa zakonom pa bi mediji morali o njemu tako i izvješćivati. Uvjeren je da to razumije i američka vlada. Rusija ne želi otkriti mjesto Snowdenovog boravka, a službena ga Moskva skriva pred medijima i javnošću.
Ruski predsjednik Vladimir Putin uvijek ponavlja da će Rusija osigurati Snowdenu (privremeni!?) azil jedino uz uvjet da prestane štetiti SAD, ali u svakoj prilici također optuži Washington da svijetu propovijeda o pravima koja sam neprekidno krši!
Zapad i Rusija su se početkom ove godine sukobili oko Ukrajine. Izbila je ukrajinska kriza.
Snowden je nekako uspio doći do fotografije zabilježaka predsjednika SAD Baracka Obame, zapisanih vlastoručno, sa sastanka o krizi u Ukrajini u Bijeloj kući 4. ožujka ove godine, koju je odmah otkrio svjetskoj javnosti.



Zabilješke američkog predsjednika Baracka Obame

To je dodatno povećalo optužbe SAD protiv Snowdena. Po *Wall Street Jornalu* je Snowden omogućio ruskim »vojnim planerima" da izbjegnu nadzor NSA i izvedu invaziju na Krim. Drže da je Snowden izvor ruskog "znanja" o američkih tehnikama nadzora. Zahvaljujući Snowdenu ruski vojni planeri upotrebljavaju znanje o uobičajenim američkim tehnikama nadzora za promjenu načina komuniciranja o invaziji. Američki obavještajci nisu otkrili kako Rusija skriva svoje ratne planove od svemoćne američke opreme za prisluškivanje digitalnih i elektronskih komunikacija. Američka administracija i dio javnosti u SAD smatraju Snowdena veleizdajnikom koji je u zadnje vrijeme pod snažnim utjecajem i nadzorom ruske obavještajne službe FSB (Federal'naya sluzhba

bezopasnosti Rossiyskoy Federatsii) u Moskvi. No dio američke javnosti ga i nadalje drži junakom i domoljubom!

Špijunaža i demokracija

Znati »sve o svemu« bio je, jest i bit će ideal svih sigurnosnih službi, a stanje u kojem su doslovce svi »sumnjivi« i posljedično nadzirani ukazuje na totalitarističke tendencije i krizu demokracije.

U kontekstu odnosa špijuniranja i demokracije uključena su četiri čimbenika:

- izvođač špijuniranja (NSA) – 1. čimbenik;
- izvođač špijuniranja špijuniranja i pošiljatelj otkrića sredstvu masovnog komuniciranja (Snowden) – 2. čimbenik i svjedok istine;
- sredstvo masovnog komuniciranja kao izdavač (*Guardian* in *Washington Post*) otkrića 2. čimbenika o izvođenju međunarodnog špijuniranja 1. čimbenika – 3. čimbenik i sudionik u svjedočenju istine;
- druge grane vlasti, strukovna i ostala javnost.

Izvorna namjena Snowdenovog otkrića prisluškivanja web i telefonskih komunikacija također i u državama EU i drugim državama posvuda u svijetu od strane NSA kao 1. čimbenika sugerira da se takvo špijuniranje prepozna kao čin, koji nije prihvatljiv moralno, politički ni pravno.

Vlada SAD tu djelatnost opravdava osiguravanjem nacionalne sigurnosti (zaradi čega špijuniraju i strance izvan SAD). No što sistem špijuniranja obuhvaća i kako podroban je nadzor nije posvema jasno.

Prvi čimbenik kao strana, ožigosana za izvođenje špijuniranja ocjenjuje Snowdenovo otkriće i posredovanje otkrića sredstvu masovnog komuniciranja kao kažnjivo djelo, prvenstveno po američkom zakonu o špijuniranju (Espionage Act iz 1917. godine), zakonu o nadzoru stranih obavještajnih službi (The Foreign Intelligence *Surveillance Act* iz g. 1978) i zakonu o domovinskoj sigurnosti (USA Patriot Act iz. 2001. godine).

Stajalište o pravima i odgovornostima medija koji je objavio Snowdenova otkrića jest pitanje za posebnu pravnu analizu. Snowdenovo otkriće je, istini za ljubav, otkriće tek nakon objave u sredstvu masovnog komuniciranja kao 3. čimbeniku koji je prema tome i sudionik u Snowdenovim kažnjivim djelima!

Djelo sredstva masovnog komuniciranja neprijeporno spada u poslanje medija u demokratskom društvu pa ga prije svega štiti Prvi amandman Ustava SAD o najstrožoj zaštiti slobode govora, gotovo bez presedana u zakonodavstvu uopće! SAD su nesumnjivo uzorna ustavna i demokratska država, kolijevka ljudskih prava, ali očito postoji također i neka »druga« Amerika[402].

Snowden kao 2. čimbenik laća se svojih otkrića i posreduje ih sredstvu masovnog komuniciranja za objavu jer vjeruje u demokraciju i vladavinu prava. Izvori »istine« jesu temelj demokratskog poretka tako da bez njih ni masovni mediji ne mogu obaviti svoje poslanje u ostvarivanju demokratskog društva. Iako je Manning kao 2. čimbenik posredovao gradivo međunarodnoj medijskoj organizaciji WikiLeaks, izvršna vlast u SAD kaznenopravno tereti i Assangea kao »zviždača« a ne kao osnivača digitalnog masovnog medija što ga štiti Prvi amandman Ustava SAD!

Informatori kao suradnici novinara i zviždači kao izvori informacija jesu dvije kategorije suradnika novinara, koji su različno pravno zaštićeni. I dok je informatorima zaštita zajamčena, zviždače vlasti uglavnom tretiraju kao izdajice, kriminalce i »teroriste«!

U temeljna načela demokracije, koja su jedna od glavnih sastavnica »američkog načina života«, dakle, ne vjeruje i ne poštuje samo 1. čimbenik kao izvođač otkrivenog međunarodnog špijuniranja.

Budući da su djela 2. čimbenika po američkim zakonima kažnjiva, ispada da je otkrivanje istine i vjera u demokraciju stipuliran predmet kaznenog progona.

Da li je »kolektivna ssigurnost« vrijedna svoje cijene na račun individualnih prava?

Snowdenovo otkriće globalnog prisluškivanja telefonskih poziva i pohranjivanja sadržaja bez sumnje je prouzročilo veliku štetu vladi SAD. Dva tjedna po izbijanju afere piše Craig Cunningham v Shout out UK o pitanju da li je "sigurnost" vrijedna svoje cijene.

U kakvom društvu danas živimo? Da li je to najsigurnije društvo koje je čovječanstvo ikad poznavalo? Da li je riječ tek o "Nadziranoj državi"? Otkrivena istina plaši mnoge ljude, još je više onih koji se istine gnušaju. Svjedoci smo početka prijelaznog razdoblja za društvo u cjelini. Jedanaestog rujna 2001. godine teroristi su napali New York. Više od 3000 nedužnih ljudi izgubilo je život. Od tada su vlade zaradi brige za kolektivnu sigurnost[403] povećale neselektivni državni nadzor pojedinaca posvuda u svijetu. Usred kaosa nakon 11. 09. bio je predložen Kongresu SAD Zakon o domovinskoj sigurnosti (Patriot Act). Ljudi su žudili za sigurnosti i htjeli su vjerovati da je vlada SAD sposobna zaustaviti teroriste.

[402] »Joe, i to je Amerika« jest naslov nekog američkog filma iz 1970. Riječ je o žalostnoj priči o slabim stranama američkeg načina života u to vrijeme.

[403] U svezi sa sigurnošću »društvene osobnosti« (la personnalité corporative) riječ je o židovskom razumijevanju sigurnosti u Svetom pismu Starog zavjeta. Kolektivizam je u Židova jači od individualizma. Ideja međusobne povezanosti ljudi i kolektivno jedinstvo je u njih snažnije nego u drugih naroda. Krivica i zasluge pojedinaca odražavaju se na svim članovi ma kolektiva. Adamov je grijeh grijeh svakog pojedinog čovjeka.

Tvrdnja da integritet, privatnost i osobna sloboda nisu djeljivi vodi pitanju: za kakvu smo cijenu spremni prodati svoje građanske sloboštine? Cunningham piše: »Kad sam razgovarao sa svojom majkom drugi dan o Snowdenovoj aferi, razumjela je da se radi o vladinom špijuniranju. Kao u većini ljudi koji rado misle da su društveno prilagođeni, ideja da vlade špijuniraju svoje državljane nije tako nora; »1984« nije bila mentalna bludnja Georga Orwella, nego prije informirano razumijevanje smjera u kojem ide ljudsko društvo i upozorenje o tome. Ali ono što me je šokiralo pri mojoj materi bila je njena spremnost prodati neke građanske sloboštine za toplu udobnost nacionalne sigurnosti. »Ja nemam što skrivati, tako da me se ne tiče ako me prisluškuju dok sam sigurna od terora«. Isprva me je to zbunilo, ali mi je druga misao bila da nije teško razumjeti zašto ljudi mogu kazati nešto takvo, najposlije teže se boriti za privatnost i za nacionalnu sigurnost istodobno, negoli prodati dio svoga jastva.“

No ne možemo prodati samo "malo" samoga sebe, nego sve ili ništa. Ne možemo se cjenkati da naše telefone prisluškuju samo preko vikenda ili snimati se za TV samo ako imamo make up na našem licu. Telefoni su jednostavno snimljeni, računala nadzirana i lica uhvaćena na filmsku vrpcu za različne namjene »snimatelja« ne glede na to kakvi smo.

Ljudi žele da se osjećaju sigurni. Kad se bojiš, ostalo uglavnom nije važno. George Orwell je to znao kad je napisao »1984«. Govorio je da čovječanstvo može birati između slobode i sreće, s time da je sreća bolja za veliku većinu.

Ulrich Beck je promatrao tu pojavu ranih 1980-ih i govorio da je temelj "društva rizika" u tom da za vrijeme odlučivanja uklonimo rizik i opasnost. To je najsigurniji mogući način za preživljavanje.

No, kao što smo vidjeli, vlasti su uvjerene da sprječavaju rizik i opasnost samo ako nadziru svakog kojeg štite. Za nadziranje, dakako, postoje i drugi motivi, kao na primjer financijski, zajedno s različnim voajerističkim perverznostima. Naglasak na nadzoru dolazi do izražaja i u Snowdenovom i drugim sličnim slučajevima (Manning in Assange, itd.). Američka se vlada boji da će izgubiti nadzor i prikazuje te ljude kao kriminalce, optužuje ih i osuđuje zbog njihovih djela, kao da se radi o običnim ubojicama i ratnim kriminalcima.

Cunningham se pita što je lošije, vlade koje se prave da "nas štite" i koje nas špijuniraju 24/7 ili ljudi koji su se spremni prodati za više ciljeve "kolektivne sigurnosti".

Afera prisluškivanja – otkrića Edwarda Snowdena

Po pisanju *Washington Posta* i *Guardiana* početkom lipnja 2013. godine američke obavještajne službe snimaju telefonske razgovore, presreću elektronsku poštu te fotografije i video snimke korisnika weba bez sudskih naloga!

U američkim obavještajnim krugovima je zavladala panika, jer je bilo očito da novinari imaju dostup do iznimno informiranog izvora.

U nedjelju 9. lipnja 2013. godine izvor je dobio ime i lice kad su novine *Guardian* i *Washington Post* na svojim web stranicama objavili razgovor via Skype s 29-godišnjim Amerikancem Edwardom Snowdenom, sistemskim administratorom pri firmi Booz Allen Hamilton[404] in nekdanjim ugovornim analitičarem NSA koji je u tom času boravio u Hong Kongu[405] u Kini. Prijelomna točka za Snowdena bila je kad je otkrio da se obavještajni programi nastavljaju koristiti bez većih promjena i nakon izbora Baracka Obame za predsjednika SAD. Tada je već sudjelovao s NSA, gdje ga je prenerazio opseg nadzornog sistema. »Kad shvatiš kakav svijet pomažeš stvoriti, da će iz generacije u generaciju biti sve lošije, a mogućnosti tih struktura ugnjetavanja samo još veće, spoznaš i to da si spreman prihvatiti svaki rizik«, izjavio je u razgovoru za Guardian.

Najprije je britanski Guardian objavio tajni dokument s kojim je američki tajni sud odredio mobilnom ponuđaču Verizonu da Nacionalnoj sigurnosnoj agenciji (NSA), najvećoj u spletu 17 američkih obavještajnih organizacija, preda sve podatke o telefonskim pozivima njegovih korisnika. Kasnije je bilo utvrđeno da je bila riječ o rutinskom produženju takve naredbe i da slični važe za sve telefonske ponuđače.

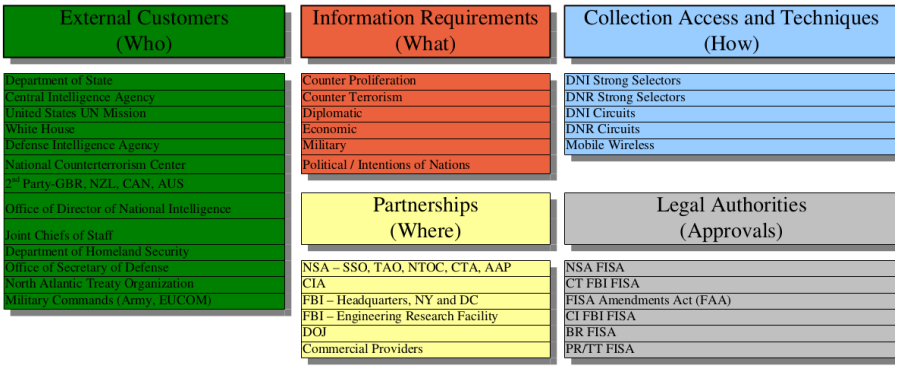
Zatim su *Guardian* i *Washington Post* objavili postojanje programa Prism[406] od 2007. godine, kojim NSA nadzire te prikuplja podatke i sadržaje telefonskih i web komunikacija domaćih i stranih državljana koji uporabljuju usluge najvećih web kompanija (Microsoft, Google, Yahoo, Facebook, PalTalk, YouTube, Skype, AOL i Apple), koje podatke osiguravaju samo na osnovi sudskih naloga! U sistem Prism uključeni su svi

[404] Tvrtka Booz Allen Hamilton, zadnji poslodavac Edwarda Snowdena prije izbijanja afere prisluškivanja, jest jedan od najvećih američkih sigurnosnih kontraktora i veza između agencija u obavještajnoj zajednici SAD i privatnog sektora. Trenutni direktor nacionalne obavještajne službe (director of national intelligence - DNI) James Clapper, koji je oštro napao Snowdenova obavještajna otkrića, je nekdanji izvršni direktor Booz Allen Hamilton!? Sadašnji podpredsjednik u tvrtki, Mike McConnell, bio je DNI pod Georgea W. Bushem!?

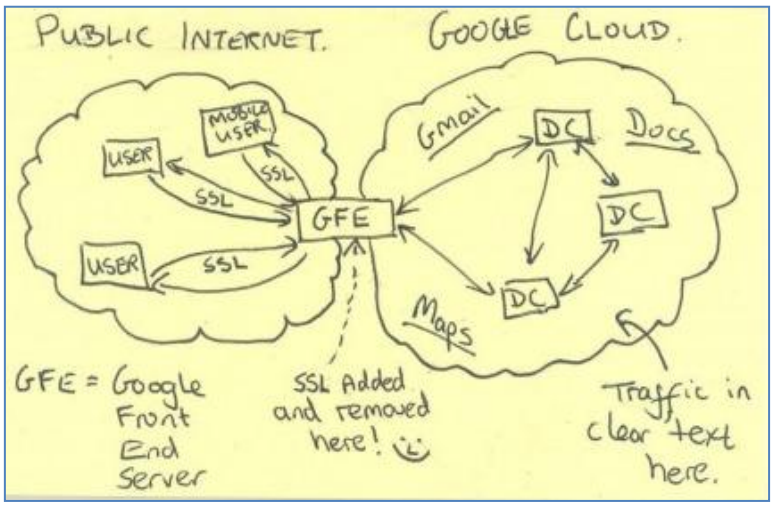
[405] Hongkong još uvijek uživa ograničenu neovisnost,iako je stvarno dio Kine. Premda Hongkong ima poseban ugovor o izručivanju s američkom vladom, Peking ima moć da tu odluku nadglasa.

[406] Program PRISM je odobrio Sud za nadzor stranih obavještajnih služba (Foreign Intelligence Surveillance Court – FISC). PRISM je uključen pod predsjednikom Bushem, Zakonom o zaščiti Amerike iz godine 2007 i Zakonom o amandmanima Zakona o nadzoru stranih obavještajnih služba (*Foreign Intelligence Surveillance Act - FISA)* godine 2008 s kojim su privatne kompanije dobile imunitet za suradnju s američkim vladinim agencijama u prikupljanju obavještajnih podataka, a napose ovlašćuje obavještajne agencije za prisluškivanje telefona, e-pošte in drugih poruka državljana SAD na najviše tjedan dana bez naloga, kad je jedna od stranaka izvan SAD.

nabrojani ponuđači in njihove web usluge. NSA je priklopljen neposredno na njihove servere, a podatke dobivaju i britanski obavještajci.
Strateški cilj NSA jest globalna informacijska prevlast a za postizanje tog cilja upotrebljava brojne druge programe osim Prisma.
Po Ulrichu Becku (2013) američko globalno špijuniranje sistemom Prism predstavlja digitalnu ugroženost slobode. Ugroženost je globalna i tehnološki napredna, a sigurnosni sistemi nacionalni, tehnološki zastarjeli i bespomoćni u borbi protiv opasnosti u suvremenom globalnom društvu rizika. Globalne komunikacije s jedne strane omogočavaju organizaciju revolucionarnih prevratnih gibanja, a s druge strane mogu predstavljati konac slobode. No informacijski totalitarizam ne ugrožavaju vojna sila, ustanci, revolucije i ratovi nego jedan jedini hrabri pojedinac. Globalni je problem prenesen na pojedinca. Odaziv na grozeću digitalnu smrt slobode jest izključivo individualan. Snowdenov primjer pokazuje svu moć koju ima pojedinac kad se aktivno suprotstavi unutar svog profesionalnog prostora, i hrabrost da se suoči s reakcijom raskrinkanih bilo nositelja bilo dušebrižnika nositelja korupcije i nepravilnosti protiv njega i prema kojima je individualno pravo na slobodu od drugorazrednog značenja u odnosu na više interese kolektivne sigurnosti države!
Snowden je osim Prisma otkrio također i programe Dropmire, Oakstar, Tempora i Muscular.
Program Blarney za dostup do komunikacija stranih institucija, agenata, vlasti i terorista NSA uporablja od 1978. godine po ovlaštenju FISC.

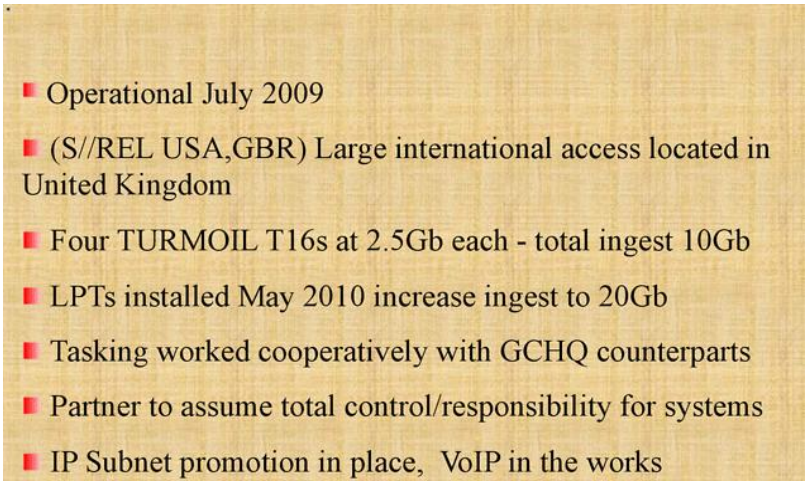


Dropmire je tajni program za nadzor stranih veleposlanstava i diplomatskog osoblja, uključno s onima u saveznika Nata. Pod nadzorom barem 38 stranih veleposlanstava, neka od 2007. godine
U lipnju 2013. godine *The Guardian* je objavio da je NSA špijunirao dilplomate i za vrijeme samita G-20 2009. godine u Londonu.
Diplomatska špijuniranja koju su izvodile američke agencije bila su otkrivena već 2010. godine. Američke agencije špijunirale su čak i šefa UN Ban Ki-moona. U to vrijeme ni bilo poznato da se radilo o dijelu planiranog programa.
Oakstar je »tajni« program NSA za nadzor interneta u SAD. Radi se o krovnom programu koji uključuje nadzor telekomunikacija i prikupljanje podataka neposredno iz optičkih kablova i komunikacijske infrastrukture na najvišoj razini.
Otkriće programa MUSCULAR je državljane SAD više pogodilo negoli špijuniranje stranih državnika u svijetu. S Prismom je NSA prisilioYahhoo, Googla i druge kompanije da izručuju podatke o online komunikacijama koje odgovaraju sudski odobrenim riječima za pretraživanje. MUSCULAR je alat za prikupljanje podataka, koje je u SAD ilegalno! Međutim, budući da privatne komunikacijske kompanije djeluju globalno, NSA obrazlaže da svakog pojedinca koji upotrebljava strane podatkovne veze može tretirati kao „stranca“! Uporaba MUSCULAR-a pomalo i iznenađuje, jer NSA ima preko programa PRISM širom otvoren dostup do komunikacija korisnika preko Googla i Yahooa, i to po postupku što ga američka sudska vlast dozvoljava. No MUSCULAR je posebno agresivan program prema vodećim američkim kompanijama. Znalo se da je NSA osnovan za »high-tech« špijuniranje s nizom digitalnih alata, ali nije bilo poznato da ih rutinski uporabljuje i protiv američkih kompanija i građana!
Po izvješćivanju *Washington Posta* NSA šalje svaki dan milijune zapisa s mreža Yahoo i Googla u svoje podatkovne baze u sjedištu u Fort Meadu. Početkom 2013. NSA je obradio i vratio 181,280.466 novih zapisa, uključno s »metapodatcima« o pošiljatelju odn. primatelju te kada su komunikacije bile nadzirane i o tekstovnom, video i audio sadržaju.
Stav NSA jest da je njegovo djelovanje usmjereno na otkrivanje i prikupljanje podataka samo iz stranih obavještajnih izvora, a doktrina o borbi protiv terorizmu opravdanje za bilokoju njegovu radnju.



Skica je od NSA, a prikazuje spoj "javnog interneta" i nutarnjeg »Googlovog oblaka«, gdje su podaci korisnika, koje NSA prikuplja i upotrebljava. Dva inžinjera Googla su »poludila« kada su vidjela crtež!

Planovi rasta



Britanski GCHQ počeo je prikupljati podatke s Muscularom u srpnju 2009. i u to vrijeme su mogli pohraniti 10 gigabajta prerađenog prometa dnevno. Zatim je opseg povećan na 20 gigabajta, a planovi za rast i do 100 gigabajta na dan!

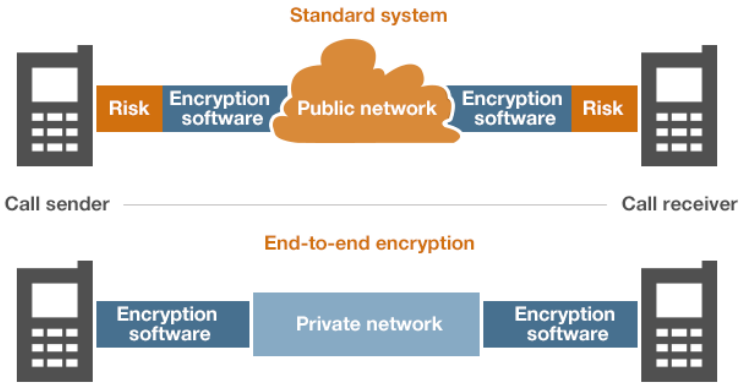
Špijunska mreža NSA

Podatkovni centar NSA u Bluffdaleu u državi Utah, SAD

Legenda: 1 Kontrola posjetitelja; 2 Uprava; 3 Podatkovne dvorane (hale);4 Backup generatori i rezervoari za gorivo; 5 Skladište vode i crpke, sposobne crpsti 1,7 milijuna litara na dan; 6 Oprema za hlađenje, teška 60.000 tona; 7 Električne (pod)postaje; 8 Sigurnost, video nadzor, otkrivanje provala te druga zaštita
Izvor: U.S. Army Corps of Engineers Conceptual Site plan

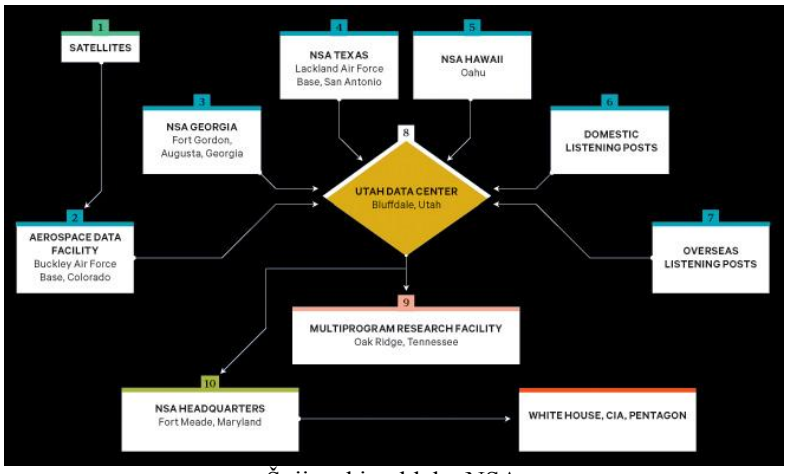
Gradnja Podatkovnog centra NSA površine 300.000 kvadratnih metara koštala je 2 milijarde američkih dolara, a završena je septembra 2013.
Podatkovni se centar gradio s oznakom top-tajne i predstavlja zadnji komadić u mozaiku, nastalom u zadnjem desetljeću s namjenom presretanja, dešifriranja, analiziranja i pohranjivanja podataka iz svetskih satelitskih, podzemnih i podmorskih međunarodnih stranih i domaćih komunikacijskih mreža Preko njegovih servera i rutera teku podatci o svim oblicima komuniciranja, uključno s kompletnim sadržajem privatnih elektronskih poruka, poziva mobilnih telefona, pretraživanjima Googla, kao i svih vrsta osobnih podataka o parkiranju, putnim itinerarima, kupovinama, knjižarama i drugim oblicima digitalnog "džepnog sitniša" (pocket litter), te pohranjivani u podatkovne zbirke bez dna. To je do neke mjere ostvarenje programa "zajedničkog informacijskog pamćenja", nastalog u prvom mandatu administracije Busha mlađeg, što ga je američki Kongres odbacio 2003. godine nakon protesta protiv ugroženosti privatnosti Amerikanaca.
Ali "to je više od podatkovnog centra", izjavio je neki viši obavještajni djelatnik. Mamutski center u Bluffdalu imat će još jednu dodatnu tajnu ulogu. Osobito je važno dešifriranje kodova financijskih i poslovnih podataka, stranih vojnih i diplomatskih tajni, pravnih dokumenata i tajnih osobnih komunikacija. NSA je prije nekoliko godinai napravio ogroman napredak glede sposobnosti agencije za kriptoanalizu i dešifriranje kompleksnih kodnih sistema koje upotrebljavaju ne samo vlade diljem svijeta, nego i brojni prosječni korisnici računala u SAD. Slogan NSA glasi: "Svak je meta, svatko tko komunicira je meta!" Prema tome: „Pazite što govorite!“

Sistem kodiranja



Za NSA, koja je nakon 11. 9. 2001. godine dobila iz proračuna više od deset milijarda dolara, rast potreba za kriptoanalizu je dobro došao. NSA je bila osnovana nakon napada na Pearl Harbor sa ciljem sprječavanja sličnih iznenadnih napada, ali je doživjela niz poniženja u godinama poslije hladnog rata. Nakon niza terorističkih napada, od prvog terorističkog napada na Svjetski trgovački centa g. 1993, pucanju na američko veleposlanstvo u istočnoj Africi g. 1998, napada na američki ratni brod g. 2000 do pustošenja 11. rujna 2001. godine, mnogi su se pitali o opravdanosti postojanja NSA. Kao odgovor na to pitanje NSA je bila tiho preporođena. I dok je malo znakova da se je njena učinkovitost popravila, najposlije, unatoč brojnim dokazima i neiskorištenim obavještajnim prilikama, NSA je također promakao pokušaj napada na Detroit g. 2009 koji je mogao biti katastrofalan, i napad s automobilom-bombom na Times Squareu g. 2010, nema nikakve sumnje da se morala preoblikovati u najveću i potencijalno najagresivniju obavještajnu agenciju ikad osnovanu.
Prvi put nakon afere Watergate i drugih škandala Nixonove administracije NSA je okrenula svoj nadzorni aparat na SAD in američke državljane. Bilo je ustanovljeno prisluškivanje pošta širom SAD radi prikupljanja i prosijavanja milijarde poruka e-pošte i telefonskih poziva, bilo da nastaju u SAD bilo u inozemstvu. Instalirali su superračunalo gotovo neshvatljive brzine pretraživanja uzoraka i dešifriranja kodova. Sagrađen je prostor za pohranjivanje milijarda riječi, misli i šaputanja, uhvaćenih u elektronskim mrežama. I, naravno, to sve teče u tajnosti. Za one s nutranje strane, izreka da je NSA kratica za *Never Say Anything*, važi više nego ikad prije!

Donja slika pokazuje mjesto Podatkovnog centra u špijunskom „oblaku“ NSA (Bamford, 2012).

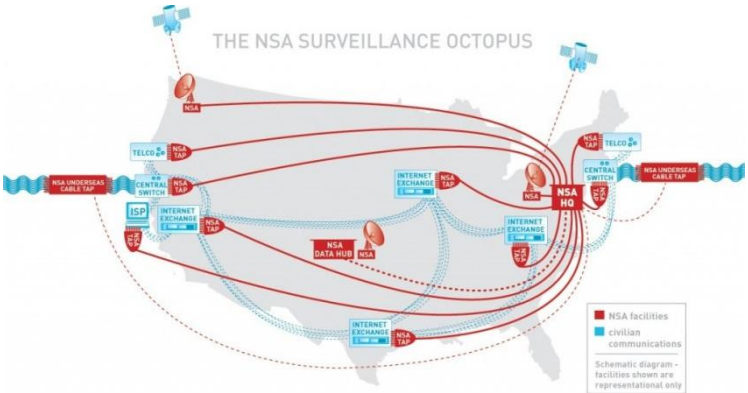


Špijunski »oblak« NSA

Legenda:
1 Geostacionarni satelit
2 Aerospace Data Facility, Buckley Air Force Base, Colorado
3 NSA Georgia, Fort Gordon, Augusta, Georgia
4 NSA Texas, Lackland Air Force Base, San Antonio
5 NSA Havaji, Oahu.
6 Domaća radna mjesta za prisluškivanje
7 Prekomorska radna mjesta za prisluškivanje
8 Utah Data Center, Bluffdale, Utah
9 Multiprogramski istraživački centar, Oak Ridge, Tennessee

10 Sjedište NSA, Fort Meade, Maryland

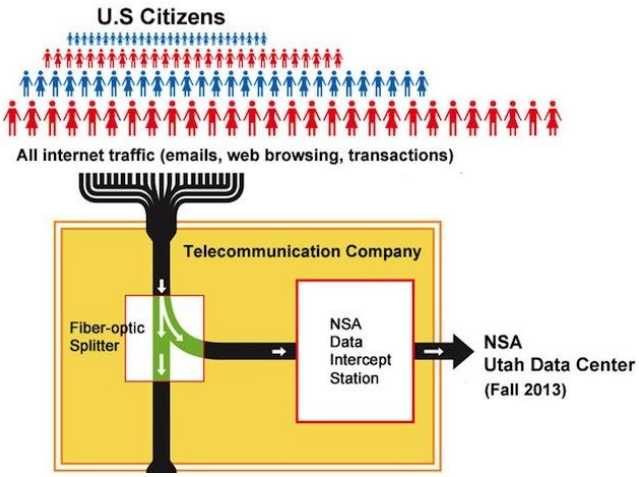
Hobotnica NSA



http://www.aclu.org/files/pdfs/eavesdropping101.pdf
Izvor: http://techpp.com/2012/07/24/nsa-surveillance-algorithms-see-into-your-life/

Legenda:
Yakima postaja za prisluškivanje
Postaja za prisluškivanje u Sugar Grove-u u Zapadnoj Virginiji
Provajder internetnih storitev (ISP)
Centralni preklop (Central switch)
Internetna razmjena
Prisluškivanje podmorskih kablova
Sjedište NSA
Telco: Domaće telefonsko poduzeće
Hub za podatke NSA

Presretanje komunikacija Amerikanaca



http://www.vice.com/read/a-brief-history-of-the-united-states-governments-warrentless-spying

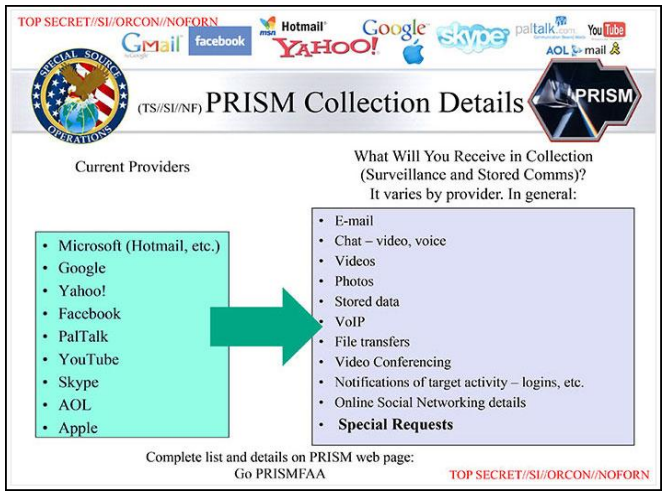
Dostup do podataka internetnih kompanija

Partnerske obavještajne agencije NSA u svijetu
Five Eyes (FVEY)
US: NSA
UK: GCHQ
CA: CSEC
AU: ASD
NZ: GCSB
Nine Eyes (+4)
DK: FE
FR: DGSE
NL: AIVD
NO: NIS

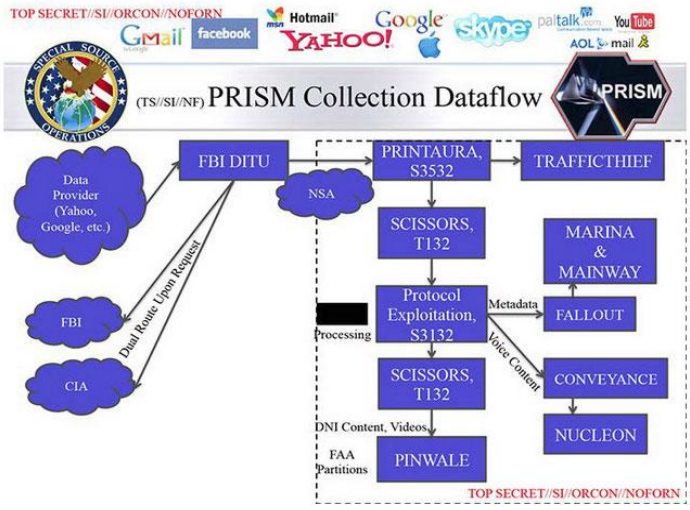
Fourteen Eyes (+5)

BE: GISS
DE: BND
IT: AISE
SP: CNI
SE: FRA
Slogan NSA je također »kako da tuđi podatak postane naš podatak«!
Na osnovi tajnih sudskih naloga najveće američke internetne i telekomunikacijske kompanije postale su glavne partnerice NSA u prikupljanju obavještajnih podataka.

Provajderi informacija i vrste podataka koji su analitičarima NSA na raspolaganju



Tok podataka prikupljenih programom Prism kroz brojne sisteme i baze podataka NSA

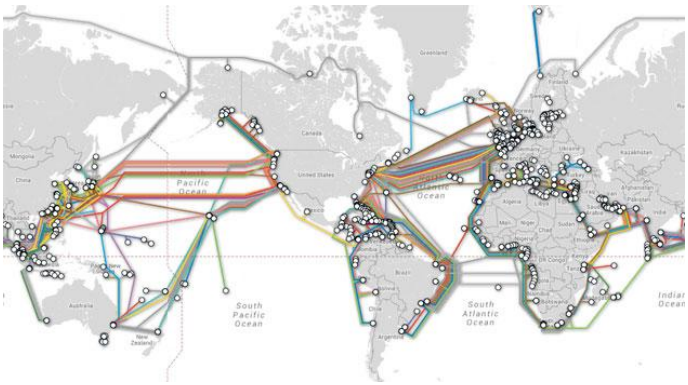


Prisluškivanje mobilnih telefona
Program NSA za prisluškivanje mobitela obuhvaća skoro 5 milijarda zapisa na dan i puni masovnu bazu podataka koja pohranjuje 27 terabajta podataka o lokacijama stotina milijuna naprava. Prisluškivanjem kablova koji povezuju mreže za mobitele diljem svijeta i u suradnji s partnerskim kompanijama NSA je instalirala opremu za presretanje kojom se mogu upotrijebiti matematičke tehnike koje omogućuju analitičarima NSA kartiranje odnosa vlasnika mobilnih telefona s korelacijom njihovih uzoraka gibanja kroz dulje vremensko razdoblje s tisućama i milijunima drugih korisnika telefona koji presreću njihove puteve. Riječ je o programu »Contraveler«. Praćenjem ljudi, čije kretanje presreće, omogućava traženje nepoznatih sudionika poznatih obavještajnih ciljeva.
Strategija prisluškivanja podmorskih kablova

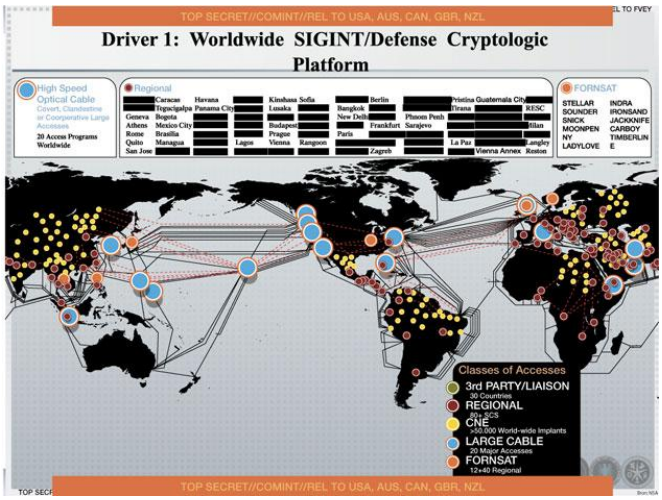
Za prisluškivanje svjetske mreže podmorskih kablova upotrebljavaju se sistemi Oakstar, Stormbrew, Blarney in Fairview. Svaki je sistem odgovoran za različne vrste presretanih podataka. Na primjer, sistem Blarney prikuplja metapodatke koji opisuju tko govori, s kim i preko koje mreže i naprave.

Postoje dva načina prisluškivanje mreže podmorskih kablova. Za tehnike i alate koji trebaju fizičke naprave za prisluškivanje podmorskih kablova duž strateških točaka u mreži služe adaptirane nuklearne podmornice. Druga metoda uključuje uporabu sonda za presretanje na mjestu gdje su kablovi povezani s pristanišnim postajama u različnim državama. Sonde zahvaćaju i kopiraju podatke ki teku dalje.

Karta svjetskih podmorskih kablova



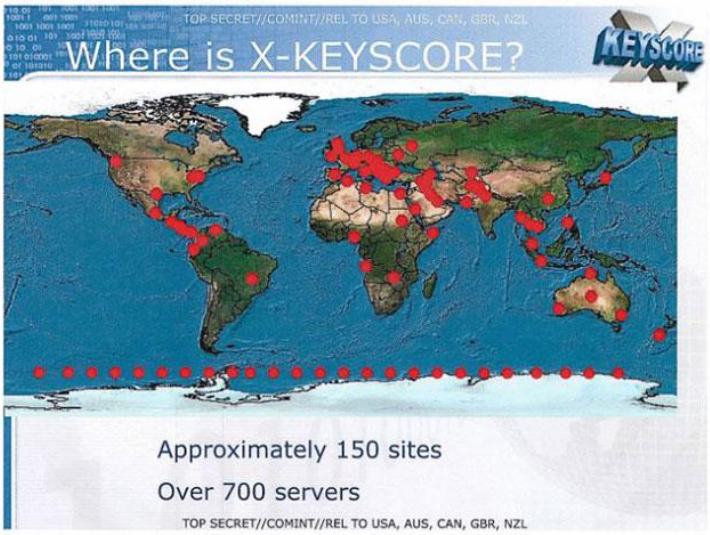
Karta pristopnih točaka NSA za prikupljanje podataka širom svijeta



XKeyscore: mogućnost NSA za praćenje interneta u realnom vremenu
Sistem XKeyscore indeksira i pohranjuje podatke koji teku preko točaka NSA za prikupljanje diljem svijeta u prijelaznu bazu podataka za razdoblje triju dana, koja sadrži sve internetne djelatnosti koje idu kroz svako mjesto prikupljanja. XKeyscore je ogroman distribuiran Linux cluster s više od 700 servera raspoređenih po cijelom svijetu.

Teorija za XKeyscore je jednostavna: Ljudi provode puno vremena na webu obavljajući djelatnosti koje su anonimne. NSA može upotrijebiti taj promet za otkrivanje nepravilnosti koje ih vode direktno do obavještajnih podataka ili izabiru putove za daljnje pretraživanje.

Svjetska karta lokacija servera XKeyscore



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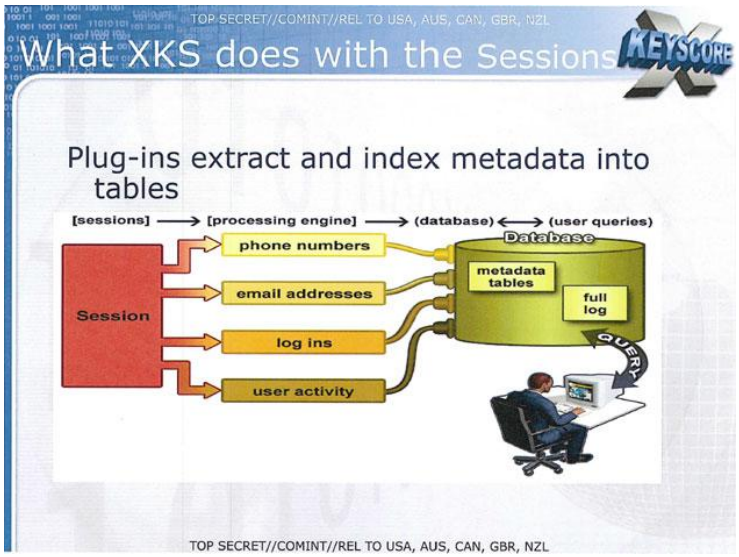
Prikupljanje i pohranjivanje meta podataka u bazu podataka XKeyscore



Praćenje obavještajnih podataka NSA: »Bezgranični obavještajac«
Alat za kartiranje »bezgranični obavješatajac« omogućava analitičarima NSA sredstva za praćenje statistika prikupljanja obavještajnih podataka upotrebom zemljovida šifriranog bojama za brzo utvrđivanje opsega podataka za prikupljanje prema geografskoj lokaciji. Taj globalni »toplotni« zemljovid dodijeli vsakoj državi kolor kod koji znači intenzivnost nadzora, a kreće se od zelene boje koja znači »površan nadzor«, preko žute i narandžaste do crvene koja znači najintenzivniji nadzor. S mjesečnim opsegom doma prikupljenih obavještajnih podataka do približno tri milijarde jedinica, SAD-u je dodijeljena narandžasta boja na osnovi procjene da nutranji neprijatelj veoma ugrožava SAD!

Promjene programa telefonskih metapodataka

FISC je odobrio zahtjev vlade SAD o promjenama programa telefonskih metapodataka.

V svojem govoru 17. 01. 2014 je predsjednik SAD Barack Obama naredio prijelaz s programa telefonskih metapodataka (članak 215 FISA), kao što se trenutno izvodi, i uspostavljanje mehanizma koji čuvaju sposobnosti koje su SAD potrebne bez vladinog posjeda metapodataka. Kao prvi korak predsjednik je naložio glavnom državnom tužitelju suradnju sa sudom FISC radi osiguravanja pretraživanja telefonskih metapodataka tek pošto sud utvrdi da postoji opravdana sumnja da su izrazi za pretraživanje povezani s dokazanom međunarodnom terorističkom organizacijom, ako stvarno nije nužno. Predsjednik je isto tako odredio da rezultate pretraživanja valja ograničiti na metapodatke unutar dvaju izraza za pretraživanje umjesto triju.
21. 08. 2013 osnovan je *IC on the RECORD* po direktivi predsjednika SAD Baracka Obame od 9. 08. 2013. za trenutačan, brz i direktan dostup do informacija o zakonitom nadzoru što ga izvodi obavještajna zajednica SAD (http:/icontherecord.tumblr.com/) . Odmah nakon osnutka *IC on the RECORD* bila je uspostavljena web stranica *IC off the RECORD* z motom »Istina uvijek izađe na vidjelo i to se ne može spriječiti« (Truth is coming, and it cannot be stopped), koja osigurava trenutačan, brz i direktan dostup do neautoriziranih otkrića o djelatnosti obavještajne zajednice SAD i njenih partnera.
Izvor: http://nsa.gov1.info/dni/index.html#top

Reforma američkog nadzora

Kopušar (2014) ocjenjuje reformu američkog nadzora sumnjivom.
Bijela kuća i zastupnička zbornica predstavili su svoje prijedloge ograničavanja prikupljanja telefonskih podataka.
Politična javnost u SAD se je nakon otkrića Edwarda Snowdena polarizirala glede odnosa na opasnosti terorističkih ugroza odnosno nastajanja svemoguće državne nadzorne mreže (čitaj: informacijskog totalitarizma). Libertarni republikanci i liberalni demokrati su u tom slučaju jedinstvenog mišljenja da je nastajanje svemoguće državne nadzorne mreže veća grožnja zaštiti prava na privatnost od opasnosti terorističkih napada. No autoritarno orijentiran dio političke javnosti je uvjeren da opasnost terorističkih napada predstavlja veću grožnju za američko društvo od jačanja tendencija informacijskog totalitarizma u ime sigurnosti države!
Snowdenova otkrića su omogućila da politična javnost postane svjesna problema te se je još jednom pokazalo da problema najprije moramo postati svjesni kako bi mogli pristupiti njegovu rješavanju!
Kopušar (2014) izvješćuje da će SAD reformirati rad Nacionalne agencije za sigurnost (NSA). Predsjednik SAD Barack Obama će ograničiti dostup do mnoštva prikupljenih podataka o telefonskim pozivima Amerikanaca, a sličan prijedlog nastao je i zastupničkoj zbornici.
Prijedlog Bijele kuće pripremilo je pravosudno ministarstvo u suradnji s obavještajnom zajednicom. Obama je uvjeren da taj prijedlog omogućava sve što je potrebno za sprječavanje terorističkih napada, a istodobno uvažava zabrinutost zaradi opsega nadzora. Tako bi NSA oduzeli pravo na masovno prikupljanje podataka i dozvolili samo dostup do njih. Podatke bi čuvale telekomunikacijske kompanije u skladu sa saveznim zakonodavstvom najmanje 18 mjeseci.
Prijedlog Bijele kuće određuje da će obavještajci za dostup trebati dozvolu FISC suda, a u iznimnim slučajevima ugroze državne sigurnosti moći će sud zaobići. Telekomunikacijske kompanije dužne su dostavljati podatke o telefonskim pozivima osumnjićenika i do dvije osobe povezane u lancu poziva.
Zastupnici stranaka uskladili su svoje poglede, a predlagatelji zakona su vođa odbora, republikanac Mike Rogers i demokrat C. A. Dutch Ruppersberger. I njihova inačica predviđa odvajanje NSA od prikupljenih podataka i njihovo pohranjivanje u telefonskim kompanijama, a glavna razlika je dostup do njih, jer bi obavještajci imali mogućnost neposrednog uvida. FISC sud bi o opravdanosti toga odlučivao za unatrag i zahtijevao brisanje podataka u NSA ako otkrije kršenja. Ruppersberger tvrdi da bi čekanje na sudsko odobrenje analitičarima oduzelo previše dragocjenog vremena jer njihov rad zahtijeva elastičnost. No predsjednik Obama

već je u siječnju zaključio da je prethodno odobrenje suda, osim u nužnim slučajevima, jedna od bitnih mjera za sprječavanje prekomjernog opsega nadzora.
Republikanski zastupnik Jim Sensenbrenner je prijedlog svojih kolega označio kao »lukav zakon koji povlađuje administraciju u namjerno pogrešnom tumačenju zakonodavstva«. Sensenbrenner je koautor razvikanog patriotskog zakona koji je nakon terorističkih napada 11. rujna znatno proširio nadležnosti izvršne vlasti. NSA je potom tajnim tumačenjem odredaba zakona dobio još še veća ovlaštenja. Zato je s demokratskim senatorom Patrickom Leahom napisao zakonski prijedlog Sloboda SAD ki ograničava nadzorni rad obavještajaca, no uhvaćen je u proceduralne zamke kongresa.
Naime, o prijedlogu zakona u donjem domu najprije odlučuje odbor za obavještajne djelatnosti, koji ga je i napisao, a ne pravosudni obor, kao što je to uobičajeno. To već izaziva sumnje da NSA naklonjeni zastupnici traže obilaznice u donošenju zakona koji ne će bitno posegnuti u sadašnji sporni rad obavještajaca. Pravosudni odbor je naime više naklonjen strožemu prijedlogu Sloboda SAD, no koji bi po mišljenju članova odbora za obavještajne djelatnosti prouzročio manju sigurnost SAD.

Zakon Sloboda SAD
Zaštitom prava pojedinaca i prekidom prisluškivanja Amerikanaca uključno s prisluškivanjem članova Kongresa, masovnog prikupljanja podataka i prestankom važenja Zakona o online nadzoru, Zakon Sloboda SAD (US Freedom Act) jača jedinstvo SAD!
Svrha Zakona Sloboda SAD jest obuzdati NSA i druge državne agencije u prikupljanju podataka, povećati transparentnost Suda za nadzor stranih obavještajnih djelatnosti, osigurati tvrtkama mogućnost uvida u podatke na FISA zahtjeve i postaviti samostalnog ustavnog zastupnika za razmatranje slučajeva prije FISC suda.
Zakon Sloboda SAD označava kraj masovno prikupljanje podataka o komunikacijama Amerikanaca po članku 215. Zakona o domovinskoj sigurnosti.
Zakon ojačava zabranu „ ciljanja“ Amerikanaca, to jest, ciljanja stranaca radi pridobivanja podataka o komunikacijama koje uključuju i Amerikance.
Zakon zahtijeva od vlade da agresivnije filtrira i briše informacije o Amerikancima koje su slučajno prikupljene programom Prism i srodnim programima.
Zakon Sloboda SAD reformira rad Suda za nadzor stranih obavještajnih djelatnosti (FISC).
Zakon predviđa uspostavljanje Ureda posebnog nezavisnog zastupnika (Office of the Special Advocate - OSA) sa zadaćom promicanja i zaštite privatnosti prije nego što FISA sud zaključi postupak. OSA bi imao pravo žalbe na odluke FISA suda.
Zakon postavlja nove i odlučnije zahtjeve na izvješćivanje kako bi se osigurala informiranost Kongresa i obavještajne zajednice u cjelini o radu FISC.
Zakon predviđa subpoena ovlasti Nadzornog odbora za privatnost i građanske slobode za istraživanje pitanja koja se odnose na privatnost i nacionalnu sigurnost.
Zakon povećava transparentnost rada FISA suda. Predstavlja kraj tajnih zakona jer zahtijeva da državni odvjetnik javno objavljuje sve FISC odluke donesene nakon 10. srpnja 2003. godine koje sadrže značajna dodatna tumačenja zakona.
Po Zakonu će Internetu i telekomunikacijskim tvrtkama biti dopušteno da javno izvješćuju o procjeni (1) broja primljenih FISA naloga i zahtjeva u svezi s nacionalnom sigurnosti, (2) broja takvih naloga i zahtjeva kojima je udovoljeno te (3) broja korisnika i računa o kojima se sada zahtijevaju informacije po nalozima i zahtjevima.
Zakon će zahtijevati od vlade da godišnje ili polugodišnje podnese javno izvješće s procjenom ukupnog broja pojedinaca i državljana SAD koji su bili predmet FISA naloga koji odobravaju elektronički nadzor, uređaje i pristup poslovnim knjigama.
Zakon Sloboda SAD postavlja jedinstven standard za članak 215 i zaštitu zahtjeva vezanog za nacionalnu sigurnost kako bi se osiguralo da vlada ne koristi različita ovlaštenja koja podupiru masovno prikupljanje podataka. Također postavlja zadnji rok za zahtjeve vezane za nacionalnu sigurnost i traži da Kongres sa svoje strane odobrava ovlasti vlade i time osigurava primjerenu informiranost Kongresa.
No Zakon Sloboda SAD odnosi se samo na prisluškivanje telefona pa su tako Bijela kuća kao i zastupnici izbjegli pitanja nadzora preko Interneta i Weba počam od običnih građanima, američkih i stranih, državnika, vlada i veleposlanstava prijateljskih i drugih država uključujući UN i njegove najviše dužnosnike.
Tim Berners-Lee, izumitelj weba, optužio je sve vlade koje špijuniraju preko svjetske mreže i istodobno napadaju druge države zaradi iste djelatnosti. Zbog špijuniranja Interneta ljudi će početi ozbiljno razmišljati o upotrebi društvenih mreža na dosadašnji način koji uključuje i različne intimne podrobnosti. Tim Berners-Lee stoga apelira da se spriječi sve intenzivniji obavještajni nadzor Interneta od strane vlada i velikih komunikacijskih korporacija (Wikipedia, 2013).

OBAVJEŠTAJNO – SIGURNOSNA DJELATNOST I POSEBNI OBLICI RADA

Jedan od najstarijih povijesnih zapisa o izvođenju obavještajnih djelatnosti društva jest sljedeća priča iz najstarijeg dijela Biblije, kad Jahve[407] reče Mojsiju: (2) »Pošalji ljude, po jednoga čovjeka iz pojedinog pradjedovskog plemena, da izvide kanaansku zemlju, koju dajem Izraelcima. Pošaljite sve njihove glavare! « (17) Posla ih Mojsije da izvide kanaansku zemlju pa im reče: »Idi gore u Negeb, a onda se popnite na brdo. (18) Razgledajte zemlju kakva je. Je li narod koji u njoj živi jak ili slab, malobrojan ili mnogobrojan? (19) Kakva je zemlja u kojoj živi: dobra ili hrđava? Kakvi su gradovi u kojima borave: otvoreni ili utvrđeni? (20) Kakvo je tlo: plodno ili mršavo? Ima li po njemu drveća ili nema? Odvažni budite i ponesite plodova te zemlje.«[408]
Brz razvoj informacijske tehnologije i komunikacija, koji se proširio na sva područja društvenog života, pruža goleme mogućnosti prikupljanja, obradbe i prijenosa informacija koje su postale temelj daljnjeg razvoja društvenog sistema. No jednostavno upravljanje velike količine informacija o pojedincu, s druge strane, pruža neslućene mogućnosti kako za razmjenu informacija tako i za tajni nadzor i s tim povezane opasnosti koje prijete pojedincu, njegovoj privatnosti koja predstavlja jedno od najosnovnijih ljudskih prava.[409]
Louis Brandeis, sudac Vrhovnog suda SAD, već je 1928. godine u jednom od najranijih primjera prisluškivanja telefonskih razgovora diljem svijeta »proročki« napisao da se napredak znanosti neće zaustaviti (na prisluškivanju telefona) i da će razvoj znanosti jednog dana omogućiti državi reproduciranje gradiva na papiru bez fizičkog uzimanja iz okrivljenikova pretinca te tako i sudu otkriti najintimnije informacije iz njegove privatnosti … .[410]
Rad obavještajnih službi bio je i bit će obavijen tajnovitošću koja u svakom pobuđuje nevjericu u zakonitost, a naposljetku i u etičnost njihova ponašanja. Takva je sumnjičavost najčešće povezana s provođenjem ovlasti i posebnih oblika prikupljanja podataka kojima zadiru u integritet kako svojih građana tako i stranaca. Promjene u svim područjima društvenog i političkog života utječu također i na promjene te pojavu novih obavještajnih službi, određivanje njihova područja rada i s tim povezanih ovlasti za ispunjavanje postavljenih zadataka. Suptilni pojavni oblici i ekspanzija tih kažnjivih radnji upozoravaju na njihovu međunarodnu dimenziju te predstavljaju kompleksan izazov tzv. klasičnim metodama rada obavještajno – sigurnosnih službi, s kojima su istodobno povezane zadrške glede učinkovitosti njihovog provođenja.
Zbog svijesti o posljedicama ugroza i odgovornosti u kontekstu osiguravanja kolektivne sigurnosti, pri čemu imamo na umu prvenstveno njena nastojanja u borbi protiv nadnacionalnih ugroza koje dopunjuju međunarodni terorizam i međunarodni organizirani kriminal, najvažniju ulogu imaju obavještajno – sigurnosne službe.
Zakonodavac se, je zbog svijesti o položaju obavještajno – sigurnosnih službi i ujedno posljedicama koje mogu donijeti oblici rada i ovlasti tih službi, našao pred zahtjevnom zadaćom. Morao je prihvatiti i oblikovati takve oblike rada koji osiguravaju učinkovitu osnovu za otkrivanje i sprječavanje te istodobno suzbijanje njihove zloupotrebe, koja se očituje u nekontroliranim i prekomjernim zahvatima u osobni integritet odnosno privatnost. Time nažalost takvi oblici rada ne predstavljaju samo učinkovito oruđe protiv različitim oblika ugroza, nego također i vrlo invazivne zahvate u ustavno zaštićena ljudska prava i temeljne slobode.
Posebni oblici rada obavještajnih službi predstavljaju oblik prikupljanja podataka koji su u korpusu radnji službi i predstavljaju najjači instrument za učinkovito izvođenje njihovih zadataka i zaduženja. Njihova najznačajnija zajednička značajka je da kod izvođenja njihovih zadataka mogu duboko posegnuti u ljudska prava i slobode, a posebno u pravo do privatnosti.

MODEL UREĐENJA POSEBNIH OBLIKA RADA U REPUBLICI SLOVENIJI I POREDBENA ANALIZA UREĐENJA U DRUGIM DRŽAVAMA S POSEBNIM OSVRTOM NA UREĐENJE U REPUBLICI HRVATSKOJ

»Praćenje međunarodnih sistema veza« zacijelo je jedan od najvažnijih oblika rada na tom području. Uređenje ćemo predstaviti u nastavku na modelu što ga u Republici Sloveniji u svom radu koriste Slovenska obavještajno – sigurnosna agencija (u daljnjem tekstu: SOVA) i Obavještajno – sigurnosna služba Ministarstva obrane (u daljnjem tekstu: OVS MO). Predstavlja poseban oblik prikupljanja podataka, a uređuje ga Zakon o slovenskoj

[407] Jahve (također Jahweh, Jehova, Jehowah, Jehawah, isl.) su inačice imena hebrejskog, kasnije židovskog i izraelskog Boga koji se pod tim imenom objavio Mojsiju.
[408] Biblija: Stari i Novi zavjet. Kršćanska sadašnjost, Zagreb, 1969: 118. Mojsijeva knjiga brojeva, pog. 13 (Izviđanje Obećane zemlje): 2, 17-20.
[409] Zalar (1999) navodi da je u informacijskom društvu informacija postala kao najvažniji izvor snage, sredstvo za podređivanje pojedinca i time preuzela primat fizičkoj prisili kao tradicionalnom sredstvu.
[410] Klemenčič u Šturm ur., 2002: 394.

obavještajno – sigurnosnoj agenciji[411] (u daljnjem tekstu: ZSOVA) u dijelu koji se odnosi na tajno prikupljanje podataka.

Legitimnost, legalnost, razmjernost i određenost *lex certa* pravne norme koja uređuje područje »praćenja međunarodnih sistema veza« jest jedno od ključnih pitanja trenutnog pozitivnopravnog uređenja u ZSOVA. Usklađenost norme s Ustavom Republike Slovenije (u daljnjem tekstu: URS) i međunarodnim pravnim dokumentima kao i adekvatnost, razumljivost i primjerenost za praktičan rad obavještajnih (i sigurnosnih) službi te za razumijevanje pojedinca u smislu ograničavanja odnosno zadiranja u njegova prava ključna su pitanja koja je potrebno definirati, analizirati i evaluirati.

Ljudska prava i temeljne slobode, kojih zaštitu uređuje ustav, međunarodno pravo ljudskih prava, kazneni zakonik, može kršiti svatko, tako nosioci javnih ovlasti, u kojoj predstavljaju zadnji i veći rizik od povrede tih prava. Tako se organi odnosno službe, koje bi trebale brinuti za zaštitu ljudskih prava, mogu prometnuti u izuzetno jak instrument za njihovo grubo i sistematično kršenje (ius imperi).[412] [413]

Do potrebe pravnog normiranja uvjeta dopuštenosti zahvata u privatnost, dovodi situacija u kojoj se pojedinac kao društveno biće u svakodnevnom životu sa svojim interesima koji uključuju i privatnost, suočava s različitim interesima drugih pojedinca, skupina i državnih organa, zbog čega može biti ograničena njegova privatnost . Svrha takvog pravnog normiranja znači pronalaženje razmjernosti, neke vrste društvene ravnoteže ili balansa između interesa pojedinca za nepovredivost njegove privatnosti na jedni strani te interesa drugog pojedinca ili skupine pojedinaca, javnosti i državne vlasti na zahvate u privatnost pojedinca na drugoj strani.

Gdje postaviti granicu u traženju razmjernosti između interesa pojedinca i društva, kao i dužnosti zaštite i nužnosti zahvata u privatnost, odnosno kako normativno regulirati dopuštenost zahvata vlasti ili trećih osoba u pravo na privatnost pojedinaca, predstavlja kompleksno pitanje koje uz zapletena pravna pitanja dodatno uvjetuje društvena dinamika.[414] No unatoč tome, pravo mora biti usmjereno na precizno definiranje dopuštenosti zahvata u privatnost, koji će različitim subjektima onemogućavati arbitrarne i samovoljne zahvate.

Dopuštenost zahvata u privatnost odnosno u pravo na privatnost, kojim se uređuju tzv. posebni oblici rada obavještajnih službi, određena je i u mnogim međunarodnim dokumentima, što ukazuje na širok sistem pravne regulacije prava na privatnost i time budi nadu u oblikovanje jedinstvenih minimalnih i zajedničkih standarda u tako osjetljivom području, kao što je uređivanje posebnih oblika rada na području pravne teorije i pravne prakse u okviru država potpisnica.[415] Uređivanje zaštite ljudskih prava u kontekstu nacionalnih okvira povijesno gledano ne pruža dovoljna jamstva za njihovu učinkovitu zaštitu, iako namjena međunarodnih dokumenata nije u zamijeni domaćeg pravnog uređenja.

Posebne oblike rada upotrebljavaju službe u svim političnim sistemima, ali se razlikuju po svome načinu rada, nadležnostima za određivanjem i nadziranjem nad njihovim izvođenjem. Posljednje predstavlja i najvažniju komponentu kod uređivanja njihovih normativnih osnova, jer zbog neučinkovitog ili manjkavog nadzora nad zakonitosti njihovoga određivanja i izvođenja postoji potencijalna opasnost za njihovu zloupotrebu.

Bez obzira na specifičnosti pojedinih prikrivenih istražnih mjera i posebnih oblika rada, te njihovih različitih propisa, mogu se sažeti pojedinačne zajedničke značajke kao što su:

- tajnost djelovanja u izvođenju mjera;
- mogućnost da ih koriste obavještajne i sigurnosne službe kao i policija, te su uređeni različitim propisima;
- za izvođenje mjera upotrebljava se najsuvremenija tehnologija;
- promjene u normativnom uređenju su utjecale na promjenu subjekata odgovornih za određivanje pojedinačnih mjera (generalni direktor policije, ravnatelj SOVE, državni odvjetnik, istražni sudac).

Možemo zapaziti da zakonodavstva većine europskih država, koja uređuju rad obavještajnih odnosno sigurnosnih službi, poznaju oblik rada odnosno mjeru kao što je »praćenje međunarodnih sistema veza.« Slične pravne norme kao u Republici Sloveniji možemo naći i u njemačkom, francuskom, nizozemskom i drugom pravnom poretku, no s time u svezi valja upozoriti da su odredbe URS u dijelu koji se odnosi na osiguravanje privatnosti[416] vjerojatno strože.

Na osnovi analize normativnog uređenja i poredbeno pravnog pregleda uređenja u drugim državama Europske unije i drugdje, uključenih u usporedbu, kao i EKLJP i sudske prakse ESLJP moguće je ustvrditi da i normativno

[411] Službeni list Republike Slovenije, br. 81/2006 – ZSOVA-UPB2.
[412] Takvo kršenje ljudskih prava je inkriminirano u Kaznenom zakoniku (KZ-1), u poglavlju o kaznenim djelima protiv ljudskih prava i sloboda, kada se radi o kršenju odnosno radnjama, koje ih mogu izvršiti »onaj (tko)…« i u poglavlju o kaznenim djelima protiv službenih dužnosti i javnih organa, ako postoji kršenje ili djelo koje može izvršiti javni dužnosnik.
[413] Bavcon, 1996: 31.
[414] U SAD-u smo nakon 11. rujna mogli biti svjedocima brzog usvajanja mjera za borbu protiv terorizma, koje su u težnji za višim stupnjem nacionalne sigurnosti povećale rizik od neopravdanih zahvata u privatnost pojedinca i time ugrozile elementarne atribute privatnosti.
[415] U državama članicama potpisnicama, standardi za oblikovanje posebnih oblika rada ovisni su o političkim, ekonomskim, pravnim i socijalnim odnosima koji bi trebali odrediti odgovarajuću ravnotežu između privatnog i javnog interesa.
[416] Čl. 35. i 37.

uređenje drugih država određuje više – manje slične oblike »strateškog« nadzora međunarodnih komunikacija.[417] Za određivanje njihove upotrebe načelno je nadležna izvršna grana vlasti, no pri tom valja naglasiti da ustav tih država po pravilu ne određuje zahtjeve o sudskom određivanju zahvata s kojima se na ovaj ili onaj način ograničava komunikacijska privatnost pojedinaca. URS, u dijelu koji se odnosi na određivanje uvjeta za dopuštenost zahvata u komunikacijsku privatnost pojedinaca, jest jedan od najstrožih u Europi.

U nastavku čemo s tim u svezi obratiti pažnju i na uređenje »strateškog nadzora« kako ga uređuje Republika Hrvatska.

Pravno uređenje na kojem se temelji rad sigurnosno – obavještajnih službi u Republici Hrvatskoj usporedivo je s uređenjem u Republici Sloveniji. Zakonom o sigurnosno – obavještajnom sustavu Republike Hrvatske[418] iz 2006. godine ustrojene su Sigurnosno – obavještajna agencija (u daljnjem tekstu: SOA) i Vojna sigurnosno – obavještajna agencija (u daljnjem tekstu: VSOA).

Obje agencije (SOA i VSOA) mogu upotrebljavati mjere tajnog prikupljanja podataka, s kojima se privremeno ograničavaju određena ustavom zajamčena ljudska prava i temeljne slobode. VSOA može takve mjere upotrijebiti isključivo prema zaposlenicima odnosno pripadnicima Ministarstva obrane i Oružanih snaga.

Zakon o sigurnosno – obavještajnom sustavu Republike Hrvatske u poglavlju IV. Zadaće i ovlasti sigurnosno – obavještajnih agencija (prikupljanje podataka), uređuje zahvate tajnog prikupljanja podataka.

Na temelju izvedene analize uređenja tajnog prikupljanja podataka možemo ustvrditi da je mjera »tajni nadzor međunarodnih telekomunikacijskih veza« (čl. 33 st.3. tč. 1.d) navlas slična posebnom obliku prikupljanja podataka »praćenje međunarodnih sistema veza« prema ZSOVA. Njihova sličnost ne proizlazi samo iz opisa mjere, nego se nadovezuje i u dijelu nadležnosti za određivanje, što je u Republici Sloveniji već pokrenulo ustavnu procjenu usklađenosti s URS.

Ravnatelj SOA određuje, osim tajnog nadzora međunarodnih telekomunikacijskih veza u Republici Hrvatskoj, i mjeru tajnog nadzora podataka o telekomunikacijskom prometu, tajni nadzor lokacije korisnika, tajno praćenje i motrenje uz svjetlosno snimanje osoba u otvorenom prostoru i na javnim mjestima, tajni otkup dokumenata i predmeta.

Za sve mjere tajnog prikupljanja podataka znakovita je ugradnja načela nužnosti i razmjernosti, tj. »... ako se podaci ne mogu prikupiti na drugi način ili je njihovo prikupljanje povezano s nerazmjernim poteškoćama«. U nastavku je to načelo dopunjeno: »ako postoji mogućnost izbora između više mjera tajnog prikupljanja podataka, primjenit će se mjera kojom se manje zadire u Ustavom zaštićena prava i slobode.«[419]

Sve ostale mjere tajnog prikupljanja podataka, koje uređuje čl. 33. Zakona o sigurnosno – obavještajnom sustavu Republike Hrvatske, i to tajni nadzor sadržaja komunikacija, tajni nadzor nad poštanskim i drugim pošiljkama, tajni nadzor i tehničko snimanje unutrašnjosti prostora, zatvorenih prostora i predmeta i tajno praćenje i motrenje uz zvučno snimanjem sadržaja komunikacija osoba u otvorenim prostorima i na javnim mjestima, određuje sudac Vrhovnog suda Republike Hrvatske, na osnovi obrazloženog prijedloga u pisanom obliku ravnatelja SOA ili ravnatelja VSOA. Suce Vrhovnog suda Republike Hrvatske koji su ovlašteni za određivanje mjera tajnog prikupljanja podataka, određuje predsjednik Vrhovnog suda.

Na temelju ovog pregleda u dijelu određivanja nadležnosti za određivanje pojedinih oblika tajnog prikupljanja podataka možemo ustvrditi da je ključni kriterij na temelju kojeg je uređeno razgraničenje nadležnosti između sudaca Vrhovnog suda i ravnatelja sigurnosno – obavještajnih agencija, jest upravo kriterij odnosno stupanj invazivnosti zahvata u ljudska prava i temeljne slobode.

Zbog izvođenja i upravljanja mjera tajnog nadzora telekomunikacijskih usluga i prometa te izvođenja operativno – tehničke koordinacije pravnih i fizičkih osoba koje raspolažu javnim telekomunikacijskim mrežama i nude telekomunikacijske usluge i usluge pristupa u Republici Hrvatskoj, kao i institucijama koje su ovlaštene za upotrebu mjera tajnog nadzora telekomunikacija, na temelju ovog Zakona i Zakona o kaznenom postupku[420] ustrojen je Operativno – tehnički centar za nadzor telekomunikacija.[421]

Uređenje posebnih oblika prikupljanja podataka u Republici Sloveniji uređuje ZSOVA u petom poglavlju »Tajno prikupljanje podataka« i predstavlja kompliciran normativni okvir mjera odnosno ovlasti djelatnika SOVA, kojima zadiru u pojedinčevu privatnost. Riječ je o veoma osjetljivom zakonski uređenom području na kojem smo već u prošlosti, sve do donošenja ZSOVA, bili svjedoci više izmjena pa i u buduće možemo očekivati da će za zakonodavca i nadalje predstavljati nezavršenu priču, koju najčešće uvjetuju okolnosti

[417] Zbog jezičnih i terminoloških razlikovnih nijansi koje mogu utjecati na pravilnost interpretacije normativnog uređenja u pojedinim državama, postoji mogućnost da dođe do odstupanja među pojedinim navodima, koja su, međutim, takva da ne bi smjela bitno utjecati na smislenost odnosno točnost prikaza normativnog uređenja u državama koje smo izabrali za komparativnu analizu.

[418] Zakon o sigurnosno – obavještajnom sustavu Republike Hrvatske, Narodne novine br. 79/2006 sa popravcima Narodne novine br. 105/2006.

[419] Čl. 33. st. 2.

[420] Zakon o kaznenom postupku, Narodne novine br. 152/2008, 76/2009, 80/2011.

[421] Čl. 18.

upotrebe tih mjera jer je riječ o oblicima rada koji predstavljaju najinvazivnije zahvate u integritet pojedinaca (komunikacijsku privatnost i druge oblike privatnosti)[422].

»Praćenje međunarodnih sistema veza« (čl. 21. ZSOVA) je poseban oblik prikupljanja podataka kojeg provode službene osobe agencije praćenjem međunarodnih telekomunikacijskih veza među neodređenim međunarodnim priključcima radi prikupljanja podataka za zaštitu nacionalne sigurnosti, sigurnosnih, političkih i gospodarskih interesa države.

Zakonska odredba ne uređuje uvjete odnosno kriterije (standarda vjerojatnosti) koji bi određivali opravdanost upotrebe posebnog oblika »praćenja međunarodnih sistema veza«.

»Praćenje međunarodnih sistema veza« odobrava ravnatelj agencije odlukom u pisanom obliku.[423]

Odluka o praćenju međunarodnih sistema veza mora sadržavati podatke o slučaju na kojeg se poseban oblik prikupljanja podataka odnosi, način, opseg i trajanje. Praćenje međunarodnih sistema veza ne može se odnositi na odrediv priključak telekomunikacijskog sredstva ili na određenog korisnika tog priključka na području Republike Slovenije.[424]

Najčešće se u svezi s pozitivnopravnom regulativom oblika rada »praćenja međunarodnih sistema veza« pojavljuju dileme o njegovoj usklađenosti s čl. 2. i 37. URS i time pitanja stvarne, no još više mjesne nadležnosti slovenskih sudova i područja na kojem država, uključujući sudove, može i mora ostvarivati ustavom zajamčenu pravnu i sudsku zaštitu te zaštitu individualnih univerzalnih ljudskih prava i temeljnih sloboda u koje spada i pravo komunikacijske privatnosti. Glede odredbe čl. 5. URS kojom država na svom području štiti ljudska prava i temeljne slobode, obrazloženje da svaka država štiti prava isključivo na svom teritoriju, dok bi neovisno o svim demokratskim standardima i ograničenjima mogla posezati u prava žitelja drugih zemalja čija prava ta država čuva, posebice u Europi, više nije prihvatljivo.[425]

Ustavni sud Republike Slovenije (u daljnjem tekstu: US RS) donio je odluku br. U-I-216/07 od 4. listopada 2007. kojom je odlučio o zahtjevu Vrhovnog suda Republike Slovenije za ocjenu ustavnosti čl. 21. st. 1. ZSOVA koji propisuje navedeni oblik rada. Unatoč tome da je US RS zahtjev Vrhovnog suda Republike Slovenije rješenjem odbio, u interpretativnom dijelu odluke naznačio je dileme i moguća rješenja normiranja i definiranja tog specifičnog oblika.

Dilemu o usklađenosti takva oblika rada sa zakonom izrazio je i Državni zbor na svojoj 34. sjednici 18. prosinca 2007. prigodom razmatranja Izvješća o radu Povjerenstva za nadzor obavještajnih i sigurnosnih službi za 2006. godinu.

S time u svezi je i informacijski opunomoćenik podnio zahtjev za ocjenu ustavnosti čl. 21. st. 1., 2. i 3. ZSOVA, br. 050-1/2008/1 od 4. ožujka 2008. US RS je zahtjev odbio bez odluke *ad meritorem*[426].

US RS je u oba slučaja dao prednost razmatranju zahtjeva za ocjenu ustavnosti u svezi s istaknutim pitanjima i nedoumicama koje je izazvala mjera »praćenja međunarodnih sistema veza«, uređena čl. 21. ZSOVA, koju u svom radu obavlja SOVA i OVS MO. Unatoč tome US RS u oba slučaja izbjegao donošenje meritorne odluke u pitanjima koja su bila opterećena znatnom političkom konotacijom te se očitovao samo o procesnim pretpostavkama. Kritika odluke Ustavnog suda br. U-I-216/2007 zbog njegove neodlučnosti u definiranju razmatranih zahtjeva za ocjenu ustavnosti odredba ZSOVA naglasio je i Zalar kada je napisao: »Ustavni sud je odluku o odbijanju zahtjeva predsjednika Vrhovnog suda Republike Slovenije za ocjenu ustavnosti čl. 21. ZSOVA očito utemeljio na doktrini političkih pitanja, odstupio od odlučivanja o tim pitanjima i time zaštitio prvenstveno sebe ali nije u dovoljnoj mjeri zaštitio pojedince od miješanja u njihovu privatnost u području koje je takvu zadiranju možda najizloženije.«[427]

Također je i Vrhovni sud Republike Slovenije u zaključku, br. Pp 2/22007 od 12. studenog 2007. prijedlog ravnatelja SOVE za praćenje međunarodnih sistema veza od 18.7.2007. odbacio s obrazloženjem da predsjednik Vrhovnog suda nije nadležan za odlučivanje o tom prijedlogu.

Oblik rada »praćenja međunarodnih sistema veza« najpotpunije je opisala Vlada Republike Slovenije u svom Mišljenju Vlade Republike Slovenije u svezi sa zahtjevom Informacijskog opunomoćenika za ocjenu ustavnosti čl. 21. st. 1., 2. i 3. ZSOVA, (br. 050-15/2008 od 4. lipnja 2008) 2008. (u daljnjem tekstu: Mišljenje VRS 2008.). Definira ga kao »strateški nadzor« telekomunikacija koji određuje kao preventivno i proaktivno prikupljanje podataka u inozemstvu ili iz inozemstva te pri kojem je riječ o nekakvom »preventivnom obuhvaćanju« mnoštva komunikacija s međunarodnim elementom radi pronalaženja relevantnih informacija pomoću informacijske tehnologije (nepersonificirana obrada). Vlada Republike Slovenije također pojašnjava da ZSOVA ne određuje na koga se oblik rada »praćenja međunarodnih sistema veza« izričito odnosi, nego određuje namjenu upotrebe posebnog oblika i ograničenja u smislu odredivosti objekta nadzora kojeg definira: zahvat se ne smije odnositi na

[422] Kao što možemo vidjeti, ZSOVA se od nastanka 7. travnja 1999. godine u dijelu »tajno prikupljanje podataka« doduše izmjenjivao i dopunjavao, u 2003. i u 2006. godini, ali se sporne odredbe nisu mijenjale.
[423] Čl. 21. st. 1. ZSOVA.
[424] Čl. 21. st. 2. i 3. ZSOVA.
[425] Odl. US RS U-I-216/07-8 od 4. listopada 2007., Ribičič: odvojeno mišljenje, br. U-I-216/07 od 12. listopada 2007.
[426] Zaključak Ustavnog suda Republike Slovenije, br. U-I-45/08 od 8. siječnja 2009.
[427] Zalar, 2007: 13.

odrediv priključak (tele)komunikacijskog sredstva na teritoriju Republike Slovenije ili na određenog korisnika tog priključka na teritoriju Republike Slovenije, a prikupljanje je strateški usmjereno na sadržajne, a ne na osobne podatke.
Unatoč jasnom tumačenju mjere »praćenja međunarodnih sistema veza« koje se temelji na jednostavnom razumijevanju normativnog uređenja ZSOVA i relevantnom Mišljenju VRS 2008. koje definira mjeru kao »strateški nadzor telekomunikacija«, stvar dodatno zbunjuje tvrdnja i tumačenje ograničenja koja se odnose na čl. 21. st. 3. ZSOVA informacijskog opunomoćenika[428] koji je *ex officio* obavio inspekcijski postupak nad izvođenjem odredbi Zakona o zaštiti osobnih podataka[429] i drugih propisa koji uređuju zaštitu osobnih podataka pri SOVA, što potiče iz Zahtjeva za ocjenu ustavnosti čl. 21. st. 1., 2. i 3. ZSOVA, (br. 050-1/2008/1 od 4. Ožujka 2008.) 2008. (u daljnjem tekstu: Zahtjev IO 2008.). S time u svezi bila je pregledana dokumentacija, sadržaj zbirke osobnih podataka koji nastaju provođenjem čl. 21. ZSOVA, posebnog oblika prikupljanja podataka »praćenja međunarodnih sistema veza«.
Na temelju nalaza inspekcijskog nadzora informacijskog opunomoćenika (koji je pouzdan izvor utvrđenog činjeničnog stanja), utvrđeno je da SOVA »praćenje međunarodnih sistema veza« provodi tako da sva prisluškivanja snimi, pri čemu se zabilježi vrijeme komunikacije, duljina komunikacije i oba telefonska broja. Od snimka se napravi doslovan zapis, takozvani transkript (ako su informacije nerelevantne napravi se samo kratak sažetak snimke). Prijepis snimke (transkript) unese se u evidenciju agencije.[430] U daljnjem tijeku inspekcijskog pregleda (pri uvidu u konkretni slučaj) bilo je utvrđeno da ravnatelj SOVA pri izvođenju »praćenja međunarodnih sistema veza« odobrava mjeru (koja se odnosi na predmet) i na konkretni broj telefona i konkretnu osobu (slučajno odabran dokument sadržavao je ime i prezime te broj telefona).[431]
No konstatacija Informacijskog opunomoćenika da izvođenje čl. 21. ZSOVA može dovesti do prikupljanja osobnih podataka i do zahvata u komunikacijsku privatnost odredivog pojedinca izvan teritorija Republike Slovenije[432] vodi nas zaključku da mjera »praćenja međunarodnih sistema veza« omogućava zahvate u komunikacijsku privatnost građana Republike Slovenije u inozemstvu, kao i određenih stranaca pod drugačijim standardima zaštite, kao što je to određeno u čl. 24. ZSOVA (kontrola pisama i drugih medija te nadziranje i snimanje telekomunikacija za koju se traži odluka suda). Međutim, takav je način izvođenja odnosno učinak zahvata u suprotnosti s obrazloženjem sadržaja zahvata što ga u svojem Mišljenju VRS 2008. rezimira Vlada. Iz toga proizlazi da obavještajne službe s oblikom rada »praćenja međunarodnih sistema veza« zadiru također i u pravo na komunikacijsku privatnost određenih ili odredivih (unaprijed ili također i naknadnom analizom – *ex post*) korisnika u inozemstvu.

PRIJEDLOG ZAKONSKOG RJEŠENJA UREĐENJA IZVOĐENJA MJERE » PRAĆENJA MEĐUNARODNIH SISTEMA VEZA« U REPUBLICI SLOVENIJI

Na osnovi toga i uz uvažavanje povijesnog aspekta nastajanja odnosno uređenja tog posebnog oblika u ZSOVA, jer su nekad postojala drugačija stvarna i tehnička rješenja, kao i brzog razvoja informacijske tehnologije koji je donio neslućene mogućnosti kako razmjene podataka tako i prikrivenog nadzora, a time i opasnosti koja prijeti pojedincu i njegovoj privatnosti od strane države, držimo da je posve na mjestu razmišljanje ustavnog suca dr. Cirila Ribičiča koji je u odvojenom mišljenju o zaključku br. U-I-216/07-8 od 4. listopada 2007. naglasio da se zahvati u prava žitelja drugih država moraju temeljiti na ispunjavanju određenih temeljnih standarda koje država upotrebljava za zahvate u prava na vlastitom teritoriju[433] (Odvojeno mišljenje suca dr. Cirila Ribičiča u stvari br. U-I-216/07).

Zbog takvih mogućnosti valja uvažavati drugačiji povijesni aspekt nastajanja posebnog oblika rada »praćenja međunarodnih sistema veza«, drugačije stvarne i tehničke mogućnosti kao i saznanja o stvarnom načinu izvođenja nadzora u SOVI (Zahtjev IO 2008.). Takve bi zahvate koje uređuje čl. 21. ZSOVA trebalo urediti diferencirano, s obzirom na stupanj invazivnosti zahvata u integritet pojedinca kao »sistem ribarenja« ili »sistem fokusiranja«, i to:

- neodređen ili neodrediv telekomunikacijski priključak i neodređen ili neodrediv korisnik tog priključka (neusredotočen nadzor) – manja invazivnost;

[428] Informacijski opunomoćenik jest samostalan i neovisan državni organ. Neovisnost informacijskog opunomoćenika (u svezi s izvođenjem nadzora nad zaštitom osobnih podataka) zahtijeva Smjernica Europskog parlamenta i Vijeća o zaštiti osobnih pojedinaca pri obradi osobnih podataka i o slobodnom protoku takvih podataka (95/46/EZ od 24. listopada 1995.).
[429] Službeni list Republike Slovenije. 94/2007, ZVOP-1-UPB1).
[430] Evidencija agencije vodi se na temelju čl. 13. i 14. ZSOVA.
[431] https://www.ip-rs.si/fileadmin/user_upload/Pdf/Zahteva_za_oceno_ustavnosti_ZSOVA.pdf, 13. siječnja 2012.
[432] Može biti riječ o strancu ili državljanu Republike Slovenije koji upotrebljava telekomunikacijske usluge u tuđini.
[433] S oblikom rada »praćenje međunarodnih sistema veza« ne smije se zadirati u pisamsku tajnost bilo kojeg pojedinca, kako onoga koji boravi u Republici Sloveniji, tako i onoga koji boravi van nje.

- neodređen ili neodrediv priključak elektroničke komunikacijske mreže na teritoriju Republike Slovenije i neodređen ili neodrediv korisnik tog priključka na teritoriju Republike Slovenije (usredotočen nadzor) – veća invazivnost;

Pri tom bi valjalo uvažavati jednake kriterije koje uređuje URS za zahvate u prava na vlastitom teritoriju i za zahvate u odredive pojedince (usredotočen nadzor) izvan državnog teritorija Republike Slovenije.

Pri zakonskim izmjenama odnosno dopunama posebnog oblika rada »praćenja međunarodnih sistema veza« s obzirom na invazivnost zahvata bilo bi potrebno:

- u skladu s terminologijom koju upotrebljava ZEKom, termin »sistem veza odnosno »međunarodni sistem veza« zamijeniti terminom »elektronička komunikacijska mreža«;
- provesti diferencijaciju zahvata (usredotočen nadzor, neusredotočen nadzor);
- odrediti nadležnosti za određivanje zahvata;
- definirati kriterije za određivanje zahvata (načelo razmjernosti, nužnosti);
- odrediti trajanje izvođenja zahvata i njegovu gornju granicu;
- uključiti (dokazni) standard vjerojatnosti;
- odrediti razmatranje prikupljenih (obuhvaćenih) podataka;
- uključiti uvjetno obavještavanje nadziranih pojedinaca.

Predložene pravno sistemske i nomotehničke dopune posebnog oblika rada »praćenja međunarodnih sistema veza« (Prijedlog novog zakonskog uređenja – *de lege ferenda*) nećemo detaljnije predstavljati u ovom referatu.

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RIGHT TO FREE ACCESS TO INFORMATION

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Sažetak
Pravo na slobodan pristup informacijama novija je pravna tvorevina. Nužno je analizirati pravo na slobodan pristup informacijama u Republici Hrvatskoj, a i ukazati na stvarno stanje u drugim državama. Bilo bi korisno olakšati pravo na slobodan pristup informacijama, te omogućiti veći uvid u potrebne informacije osobama koje dokažu da imaju pravi interes. Današnja situacija je vrlo zanimljiva, jer iako je pravo na slobodan pristup informacijama omogućeno, postoji mogućnost da dođe do zloupotrebe. Treba omogućiti da pojedinac može slobodno pristupiti informacijama, ali i da se te informacije zaštite kako ne bi bilo zloupotrebe. Današnja situacija u svezi s pravom na slobodan pristup informacijama je puno bolja nego prije desetak godina te su vidljivi pomaci na svim razinama. Svakako da je potrebno osigurati kvalitetne i obrazovne kadrove kako bi se ovo područje još više razvilo.

Ključne riječi: pravo, slobodan, pristup, informacije, Hrvatska

1. UVOD

Prema Općem pravnom rječniku[434] informacijom se smatra obavijest, saopćenje, izvješće, podatak o nečemu. Javna informacija je podatak čije je korištenje dopušteno svakome, dakle i onima koji se bave objavljivanjem i širenjem informacija. Javne su informacije vijesti, podatci, mišljenja i saopćenja objavljena putem tiska i drugih sredstava javnog priopćavanja.[435]

Pravni leksikon[436] pod informacijom podrazumijeva bilo koju vrstu saznanja o faktima, konceptima ili instrukcijama koji mogu biti predmet komunikacije; podatak u kontekstu, krajnji produkt interpretacije podataka iz konteksta; pravni podatak, tekst, fotografija, crtež, karikatura, film, usmeno izvješće, vrijednosni sud ili drugi prilog objavljen u mediju.[437]

Pravo na pristup informacijama danas se smatra općim pravom koje proizlazi iz temeljnih odredbi Opće deklaracije Ujedinjenih Naroda o ljudskim pravima[438], Međunarodnog pakta o građanskim i političkim

[434] Vidaković Mukić, Vedrena, Opći pravni rječnik, Narodne Novine d.d., Zagreb, listopad, 2006.
[435] Usp. Vidaković Mukić, Vedrana, Opći pravni rječnik, Narodne Novine d.d., Zagreb, listopad, 2006., (u daljnjem tekstu: Rječnik) str. 300.
[436] Pravni leksikon, Zagreb: Leksikografski zavod Miroslav Krleža, 2007.
[437] Usp. isto., str. 445.
[438] The Universal Declaration of Human rights, www.un.org./en/documents/udhr/ datum pristupa 08. 05. 2014.

pravima[439], Europske konvencije o zaštiti ljudskih prava i temeljnih sloboda Vijeća Europe[440], Američke konvencije o ljudskim pravima Organizacije Američkih država i drugih dokumenata.[441]

Prema bibliotekarskom leksikonu[442] informacija u biblioteci može biti kataloška, bibliografska ili referalna. Zadatak biblioteke je da korisnicima pruži tekuću informaciju – o novim istraživanjima i radovima, perspektivnu informaciju – o onima u toku, i retrospektivnu informaciju – o onima iz ranijih godina.[443]

Organizaciono-poslovni leksikon[444] navodi više defincija riječi informacija. Najprije se navodi da riječ informacija dolazi od latinske riječi informatio što znači obavještavanje, izvještaj, proučavanje. U teoriji informacija znači obavještavanje o stanju i promjeni nekog sistema, usmjereno na ostvarenje određenog cilja. Postojanje cilja je pretpostavka da bi obavještenje postalo informacija. Sa prijemom informacija smanjuje se neodređenost uslova ostvarenja cilja, uz pretpostavku da primatelj informacije ima mogućnosti za njenu obradu i korištenje u ostvarenju cilja. Informacije mogu biti primarne (nastaju neposrednim opažanjem) i sekundarne (dobivaju se odgovarajućim procesima transformiranja primarnih informacija u sekundarne pri čemu prolazi kroz četiri faze). Informacija treba biti definirana kvantitativno i kvalitativno.[445]

Vrlo kratku deficiju informacije navodi Leksikon Jugoslavenskog leksikografskog zavoda.[446] U tom leksikonu riječ informacija definira se obavijest, izvještaj i podatak.[447]

Malo širu definiciju navodi Hrvatski enciklopedijski rječnik.[448] Pod riječju informacija navodi se obavijest o činjenicama, izvještaj o nečemu, novost koju prenosi koja izvjestiteljska agencija, radio ili televizija, podatak, rezultat obrade podataka, podaci u bilo kojem stupnju obrade podataka.[449]

2. MEĐUNARODNI UGOVORI I DOMAĆI PROPISI OD VAŽNOSTI ZA PROBLEMATIKU PRAVA NA PRISTUP INFORMACIJAMA

2.1. MEĐUNARODNI UGOVORI

„Ideja slobodnog pristupa državnim informacijama i službenim publikacijama ima u međunarodnom pravu bogatu prošlost i brojna uporišta. Prvi takav pravni akt usvojen je daleke 1776. godine u Švedskoj pod naslovom Akt o slobodi objavljivanja i pravu na pristup službenim dokumentima.“[450]

„Međunarodno pravo ostavlja na volju svakoj državi da odluči na koji će se način realizirati njene obveze prema međunarodnom pravu. To prije svega znači da je na državi odluka o tome kako transformirati međunarodno pravo u interni pravni poredak kako bi međunarodno pravo moglo biti primjenjeno i/ili poštovano.“[451]

„Međunarodni ugovori koji su sklopljeni i potvrđeni u skladu s Ustavom i objavljeni, a koji su na snazi, čine dio unutarnjega pravnog poretka Republike Hrvatske, a po pravnoj su snazi iznad zakona. Njihove se odredbe mogu mijenjati ili ukidati samo uz uvjete i na način koji su u njima utvrđeni, ili suglasno općim pravilima međunarodnog prava.“[452]

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[439] International Covenant on Civil and Political Rights, http://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx datum pristupa 08. 05. 2014.
[440] Convention for the Protection of Human Rights and Fundamental Freedoms, http://conventions.coe.int/treaty/en/Treaties/Html/005.htm datum pristupa 08. 05. 2014.
[441] American convention on human rights „Pact of San Jose, Costa Rica“ www.oas.org./juridico/english/treaties/b-32.html datum pristupa 08. 05. 2014.
[442] Jokanović, Vladimir; Kalender, Fahrudin; Popović Emil; Stojanović, Miloš, Bibliotekarski leksikon, Nolit, Beograd, 1984.
[443] Usp. Jokanović, Vladimir; Kalender, Fahrudin; Popović Emil; Stojanović, Miloš; Bibliotekarski leksikon, Nolit, Beograd, 1984., str. 76.
[444] Kukoleča, Stevan; Organizaciono-poslovni leksikon, Izdavačka radna organizacija Rad, Beograd, 1986.
[445] Usp. isto. str. 484.
[446] Leksikon JLZ, Jugoslavenski leksikografski zavod. Zagreb, 1974.
[447] Usp. Leksikon JLZ, Jugoslavenski leksikografski zavod, Zagreb, 1974., str. 395.
[448] Hrvatske enciklopedijski rječnik, Novi Liber, Zagreb, 2002., str. 474.
[449] Usp. Hrvatski enciklopedijski rječnik, Novi Liber, Zagreb, 2002., str. 474.
[450] Peradenić-Kotur, Blaženka, Dostupnost informacija u tijelima javne vlasti Republike Hrvatske, zbornik radova, Slobodan pristup informacijama, 2. i 3. okrugli stol, Hrvatsko knjižničarsko društvo, Zagreb, 2004., str. 17.
[451] Bačić, Arsen, Ustavno pravo Republike Hrvatske, Split, 2006.
[452] Narodne novine, Ustav Republike Hrvatske (čl. 141.), broj 85/10

Možemo zaključiti na su po hijerarhiji pravnih akata međunarodni ugovori ispod Ustava, a iznad zakona.

Što se tiče međunarodnih ugovora i Hrvatskog pravnog poretka, potrebno je navesti Konvenciju za zaštitu ljudskih prava i temeljnih sloboda[453] odnosno Zakon o potvrđivanju konvencije za zaštitu ljudskih prava i temeljnih sloboda i protokola br. 1., 4., 6., 7. i 11. uz konvenciju za zaštitu ljudskih prava i temeljnih sloboda.[454]

Iz gore navednog propisa nužno je navesti članak 10 koji se odnosi na pravo na slobodan pristup informacijama, a koji glasi:

Članak 10.

„1. Svatko ima pravo na slobodu izražavanja. To pravo obuhvaća slobodu mišljenja i slobodu primanja i širenja informacija i ideja bez miješanja javne vlasti i bez obzira na granice. Ovaj članak ne sprječava države da podvrgnu režimu dozvola ustanove koje obavljaju djelatnost radija ili televizije te kinematografsku djelatnost.

2. Kako ostvarivanje tih sloboda obuhvaća dužnosti i odgovornosti, ono može biti podvrgnuto formalnostima, uvjetima, ograničenjima ili kaznama propisanim zakonom, koji su u demokratskom društvu nužni radi interesa državne sigurnosti, teritorijalne cjelovitosti ili javnog reda i mira, radi sprječavanja nereda ili zločina, radi zaštite zdravlja ili morala, radi zaštite ugleda ili prava drugih, radi sprječavanja odavanja povjerljivih informacija ili radi očuvanja autoriteta i nepristranosti sudbene vlasti.“[455]

Iz citiranog propisa možemo uočiti dosta usko uređenje ovog područja. S obzirom na današnji tehnološki napredak, trebalo bi početi razmišljati o donošenju novog protokola, kako bi se ovo područje „osuvremenilo”, te postavili neki novi standardi u pravu na slobodan pristup informacijama, a time i zaštiti istih.

2.2. PRISTUP INFORMACIJAMA U POJEDINIM ZEMLJAMA

3.2.1. ŠVICARSKA[456]

„Švicarski savezni ustav, na temelju ustavnih promjena iz travnja 1999. godine, jamči svakom pojedincu slobodno primanje, dobivanje informacija od općeg dostupnog izvora i njezinu distribuciju drugima. Tako je pravo na informaciju ugrađeno u savezni ustav i predstavlja jednu od temeljnjih vrednota ustavno-pravnog poretka u Švicarskoj.Savezni Ustav u prvom redu štiti pravo svakog pojedinca da prima vijesti i mišljenja bez uplitanja od strane uprave. Ovo posebno pravo je poznato kao sloboda recepcije (sloboda primanja informacija). Zatim štiti jednako i nearbitrarno postupanje prema onima koje zanima pristup informacijama koje posjeduju javna tijela. Informacija se smatra službenom ukoliko su javna tijela od kojih je informacija zatražena, dužna istu ustupiti po službenoj dužnosti. Obveza jednakog tretmana prekršena je ukoliko nejednak tretman prema strankama nije zasnovan na činjeničnoj osnovi. Prema standardnoj formulaciji Saveznog Vrhovnog suda, koja je ugrađena u novi Federalni Ustav, sloboda informiranja sadrži pravo primanja vijesti i mišljenja slobodno, bez vladinog upletanja i aktivnog traženja informacija od opće dostupnih izvora. Pod opće dostupnim izvorima smatraju se oni koji su pravnom normom definirani kao takvi i koji su otvoreni za javnost.“[457]

2.2.2. ŠVEDSKA[458]

„Švedski zakon o dostupnosti informacijama javnog sektora predstavlja najstariji zakon takve vrste u svijetu. Donesen je 1776. godine. Zakon uvodi načelo jednostavnog pristupa informacijama javnog sektora, kojima raspolažu tijela javne vlasti. Prema tome, pristup informacijama u javnom sektoru načelno je slobodan i

[453] Naziva se još i Rimskom konvencijom zato jer je usvojena u Rimu 4. studenoga 1950. godine
[454] Narodne novine, Međunarodni ugovori, broj 18/97
[455] Convention for the Protection of Human Rights and Fundamental Freedoms, http://conventions.coe.int/treaty/en/Treaties/Html/005.htm , datum pristupa 08. 05. 2014.
[456] S obzirom da se Švicarska smatra formalno i stvarno priznatom trajno neutralnom zemljom (v. Degan Đ., Vladimir, Međunarodno pravo, Pravni fakultet Sveučilišta u Rijeci, Rijeka, 2006. str. 274.), trebalo je obraditi pravo na slobodan pristup informacijama u Švicarskoj. Bilo je realno za očekivati da će upravo Švicarska biti među najnaprednijim zemljama na svijetu u pogledu prava na slobodan pristup informacijama.
[457] Klarić, Mirko; Pristup informacijama od javnog značaja – Hrvatsko i poredbeno iskustvo, Hrvatska pravna revija, veljača 2005, broj 2 (u daljnjem tekstu: Klarić, Pristup), str. 38.
[458] S obzirom da je Švedski zakon o dostupnosti informacijama predstavlja najstrariji zakon takve vrste u svijetu koji je donesen daleke 1776. godine, bilo je neophodno obraditi Švedski način prava na slobodan pristup informacijama. Bilo je za očekivati da će upravo neke druge države za uzor uzesti upravo Švedski model, te svoje pravno zakonodavstvo urediti na isti način.

neograničen, dok su iznimke koje su vezane uz pristup izrijekom nabrojene u Zakonu. One se odnose na podatke koji su vezani:
- za pitanja obrane i sigurnosti države,
- za treće osobe (bilo da se radi o poslovnoj tajni, bilo o osobnim podacima),
- za dokumente koji su u postupku izrade itd.[459]

Postupak započinje postavljanjem zahtjeva, kojeg ulaže zainteresirana osoba, koja pri tom ne treba dokazivati pravni interes. U slučaju da zahtjev bude odbijen, podnositelj zahtjeva može zatražiti sudsku zaštitu, u okviru koje će se odlučiti je li postojala osnova da se on odbije.“[460]

2.2.3. SJEDINJENE AMERIČKE DRŽAVE[461]

„U SAD-u je pristup informacijama koje su u posjedu savezne uprave uređen zakonom Freedom of Information Act iz 1966. godine. Na navedeni Zakon doneseni su amadmani 1996. godine. Zakonom se uvodi načelo općeg pristupa informacijama koje posjeduju tijela javne vlasti. Pristup informacijama se omogućuje svima, a ne samo američkim državljanima. Tražitelj prema američkom pravu ne treba dokazivati svoj pravni interes. Postupak se pokreće zahtjevom, a u slučaju donesene negativne odluke podnositelj ima pravo na pravnu zaštitu, prvo u okviru postupka, a zatim pred sudom. Amadmanima donesenim na Freedom of Information Act nameće se dužnost svim tijelima da informacije od javnog značaja u što većoj mjeri učine dostupnima putem interneta. Vezano uz ovaj Zakon, zanimljivo je napomenuti da se američka administracija žestoko opirala donošenju zakona o pristupu informacijama od javnog značenja sve od afere Watergate, koja je radikalno promijenila odnos američke javnosti prema državnoj upravi, a posebno prema pravu pristupa informacijama.“[462]

2.2.4. KANADA[463]

„U Kanadi je dostupnost javnih informacija propisana Zakonom o pristupu informacijama (Access of Information Act). Ovaj je Zakon zanimljiv zbog uloge povjerenika za informacije. Stranka koja smatra da su joj povrijeđena prava na pristup informacijama propisana Zakonom, može podnijeti tužbu povjereniku za informacije. Čelniku tijela za koje podnositelj smatra da mu je povrijedilo pravo na pristup, povjerenik upućuje obavijest kojom najavljuje namjeru istraživanja pritužbe, a čelnik tijela ga izvješćuje postoji li u odnosnom predmetu i zainteresirana treća strana. Istraga je povjerljive naravi, a u njoj povjerenik ima ovlasti pozivati osobe radi davanja iskaza, pribavljati dokaze, prihvaćati dokaze koje smatra prikladnima, bez obzira je li riječ o dokazima prihvatljivima na sudu, ulaziti i u prostorije javnih tijela, razgovarati sa svim osobama u njima, obaviti uvid i kopirati sve dokumente koji se nalaze u prostorijama.“.[464]

2.3. REPUBLIKA HRVATSKA I PRAVO NA SLOBODAN PRISTUP INFORMACIJAMA

Pravo na slobodan pristup informacijama uređeno je u Republici Hrvatskoj mnogim propisima. Prije svega potrebno je navesti temeljni pravni akt Republike Hrvatske - Ustav Republike Hrvatske. Pravo na slobodan pristup informacijama zakonodavac je prepoznao kao ustavnu vrednotu, te ju je uredio najvišim propisom, o čemu će više riječi biti u nastavku. U Republici Hrvatskoj na snazi je i poseban zakon koji uređuje pravo na slobodan pristup informacijama, a to je Zakon o pravu na pristup informacijama.

„Tzv. treću generaciju ljudskih prava čine pravo na informaciju koja je od općeg interesa i pravo na pristup pojedinaca osobnim podatcima u službenim tijelima. Pravo na informaciju koja je od interesa za sve građane, odnosno transparentnost procesa donošenja odluka u tijelima vlasti, učvršćuje demokratsku prirodu tih institucija i povjerenje javnosti u upravu.“[465]

2.3.1. USTAV REPUBLIKE HRVATSKE

Pravo na pristup informacijama prepoznato je kao Ustavna vrednota, te ju je zakonodavac posebno uredio Ustavom Republike Hrvatske.[466]

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[459] Usp. isto.
[460] Usp. isto. str. 39.
[461] Neophodno je navesti i analizirati pravo na slobodan pristup informacija u najrazvijenijoj zemlji na svijetu – SAD-u.
[462] Usp. isto.
[463] Postavilo se pitanje, da li Kanada kao susjedna država SAD-a, uzima od SAD-a rješenja neke problematike npr. Prava na slobodan pristup informacijama ili pak stvara svoja vlastita rješenja, potpuno drukčija od rješenja prihvaćenih u SAD-u.
[464] Ust. Klarić, Pristup, nav. dj. str. 38.
[465] Baršić-Schneider, Žaneta, Dostupnost službenih publikacija – prepreke i mogućnost pristupa, zbornik radova, Slobodan pristup informacijama, 2. i 3. okrugli stol, Hrvatsko knjižničarsko društvo, Zagreb, 2004. (u daljnjem tekstu: Žaneta, dostupnost), str. 2.
[466] Ustav Republike Hrvatske, Narodne novine, broj 85/10

Pa je tako čl. 38. Ustava Rebublike Hrvatske propisano da se jamči se sloboda mišljenja i izražavanja misli. Sloboda izražavanja misli obuhvaća osobito slobodu tiska i drugih sredstava priopćavanja, slobodu govora i javnog nastupa i slobodno osnivanje svih ustanova javnog priopćavanja. Ustavom se zabranjuje cenzura. Novinari imaju pravo na slobodu izvještavanja i pristupa informaciji.[467] Jamči se pravo na pristup informacijama koje posjeduju tijela javne vlasti. Ograničenja prava na pristup informacijama moraju biti razmjerna naravi potrebe za ograničenjem u svakom pojedinom slučaju te nužna u slobodnom i demokratskom društvu, a propisuju se zakonom. Jamči se pravo na ispravak svakomu komu je javnom viješću povrijeđeno Ustavom i zakonom utvrđeno pravo. Ovim činom zakonodavac na sam vrhe hijarhije pravnih akata uvrštava pravo na pristup informacijama i ide prema tome da se ta prava izrazito štite.

2.3.2. ZAKON O PRAVU NA PRISTUP INFORMACIJAMA[468]

Zakonom o pravu na pristup informacijama[469] uređuje se pravo na pristup informacijama i ponovnu uporabu informacija koje posjeduju tijela javne vlasti, propisuju se načela prava na pristup informacijama i ponovnu uporabu informacija, ograničenja prava na pristup informacijama i ponovnu uporabu informacija, postupak za ostvarivanje i zaštitu prava na pristup informacijama i ponovnu uporabu informacija, djelokrug, način rada i uvjeti za imenovanje i razrješenje Povjerenika za informiranje te inspekcijski nadzor nad provedbom ovoga Zakona. Također, zakonom se uređuju i druge obveze tijela javne vlasti te prekršajne odredbe vezane za ostvarivanje prava na pristup informacijama.[470]

„Cilj ovog Zakona je omogućiti i osigurati ostvarivanje Ustavom Republike Hrvatske zajamčenog prava na pristup informacijama, kao i na ponovnu uporabu informacija fizičkim i pravnim osobama putem otvorenosti i javnosti djelovanja tijela javne vlasti.“[471]

„Pravo na pristup informacijama obuhvaća pravo korisnika na traženje i dobivanje informacije kao i obvezu tijela javne vlasti da omogući pristup zatraženoj informaciji, odnosno da objavljuje informacije kada za to i ne postoji poseban zahtjev već takvo objavljivanje predstavlja njihovu obvezu određenu zakonom ili drugim općim propisom.“[472]

„Korisnik prava na pristup informacijama i ponovnu uporabu informacija je svaka domaća ili strana fizička i pravna osoba“.[473] Informacijom se smatra „svaki podatak koji posjeduje tijelo javne vlasti u obliku dokumenta, zapisa, dosjea, registra ili u bilo kojem drugom obliku, neovisno o načinu na koji je prikazana (napisani, nacrtani, tiskani, snimljeni, magnetni, optički, elektronički ili neki drugi zapis).“[474]

„Pravo na pristup informacijama obuhvaća pravo korisnika na traženje i dobivanje informacije kao i obvezu tijela javne vlasti da omogući pristup zatraženoj informaciji, odnosno da objavljuje informacije neovisno o postavljenom zahtjevu kada takvo objavljivanje proizlazi iz obveze određene zakonom ili drugim propisom.“[475]

„Ponovna uporaba znači uporabu informacija tijela javne vlasti od strane fizičkih ili pravnih osoba, u komercijalne ili nekomercijalne svrhe drukčije od izvorne svrhe u okviru javnog posla za koji su te informacije izrađene. Razmjena informacija između tijela javne vlasti radi obavljanja poslova iz njihovog djelokruga ne predstavlja ponovnu uporabu.“[476]

„Korisnik ostvaruje pravo na pristup informaciji podnošenjem usmenog ili pisanog zahtjeva nadležnom tijelu. Ako je zahtjev podnesen usmeno ili putem telefona, sastavit će se službena bilješka, a ako je podnesen putem elektroničke komunikacije, smatrat će se da je podnesen pisani zahtjev. Pisani zahtjev sadrži: naziv i sjedište tijela javne vlasti kojem se zahtjev podnosi, podatke koji su važni za prepoznavanje tražene informacije, ime i prezime i adresu fizičke osobe podnositelja zahtjeva, tvrtku, odnosno naziv pravne osobe i njezino

[467] Usp. Bačić, Arsen; Ustavno pravo i političke institucije, Pravni fakultet u Splitu, 2006. str. 352.
[468] Osvrnuti ćemo se samo na neke značajke navedenog Zakona.
[469] NN br. 25/13 od 28.02.2013. god.
[470] čl. 1. Zakona o pravu na pristup informacijama (u daljnjem tekstu ZPI)
[471] čl. 3. ZPI
[472] čl. 3. st. 1. toč. 4. ZPI
[473] v. čl. 3. st. 1. toč. 1 ZPI
[474] čl. 5. st. 1. toč. 3. ZPI
[475] čl. 5. st. 1. toč. 5. ZPI
[476] čl. 5. st. 1. toč. 6. ZPI

sjedište.Podnositelj zahtjeva nije obvezan navesti razloge zbog kojih traži pristup informaciji niti je obvezan pozvati se na primjenu“ Zakona o pravu na pristup infomacijama.[477]

Postoje i ograničenja prava na pristup informacijama.[478] Pa će tako primjerice u slučaju tajnosti tijela javne vlasti ograničit pristup informacijama

„Na temelju zahtjeva za pristup informaciji tijelo javne vlasti će odlučiti najkasnije u roku od 15 dana od dana podnošenja urednog zahtjeva. U slučaju nepotpunog ili nerazumljivog zahtjeva tijelo javne vlasti će bez odgode pozvati podnositelja zahtjeva da ga ispravi u roku od pet dana od dana zaprimanja poziva za ispravak. Ako podnositelj zahtjeva ne ispravi zahtjev na odgovarajući način, a na temelju dostavljenog se ne može sa sigurnošću utvrditi o kojoj se traženoj informaciji radi, tijelo javne vlasti odbacit će zahtjev rješenjem.“[479]

Treba navesti da se prema čl. 19. Zakona o pravu na pristup informacijama „na pristup informacijama u postupcima pred tijelima javne vlasti ne plaćaju upravne i sudske pristojbe.“
Sukladno navedenom članku „tijelo javne vlasti ima pravo tražiti od korisnika naknadu stvarnih materijalnih troškova koji nastanu pružanjem informacije kao i naknadu troškova dostave tražene informacije.“

Zanimljivo je uočiti da će se „novčanom kaznom u iznosu od 20.000,00 do 100.000,00 kuna kaznit će se za prekršaj tijelo javne vlasti koje suprotno odredbama“ navedenog „Zakona onemogući ili ograniči ostvarivanje prava na pristup informacijama i ponovnu uporabu informacija.“[480]

Korisno je napomenuti da je „tijelo javne vlasti obvezno je korisniku omogućiti ostvarivanje prava na pristup informaciji i pored izricanja prekršajnih sankcija, u slučaju utvrđene odgovornosti na temelju neopravdane uskrate ili ograničenja ostvarivanja prava na pristup informaciji.“[481]

3. ZAKLJUČAK

Možemo slobodno zaključiti da je današnje stanje u svezi prava na slobodan pristup informacijama puno bolje nego prije deset godina. Vidljivi su pomaci na svim razinama. Iako je područje pristupa informacijama uvelike razvijeno, tu ne bi trebalo stati. I dalje je potrebno nastaviti kako sa daljnjim razvitkom ovoga područja, tako i sa zaštititom istog.

Treba osigurati kvalitetne i obrazovne kadrove kako bi se ovo područje još više razvilo. Uvijek treba ići naprijed tj. prema boljem i kvalitetnijem razvitku. Za Republiku Hrvatsku bilo bi dobro kada bi napravila analizu prava na pristup informacijama u drugim državama. Korisno bi bilo napraviti usporedbu prava na pristup informacijama s drugim državama, kako bi se utvrdilo što je to što nam je dobro, što je to što nam nije dobro, što je to što trebamo mijenjati, što je to što nam nedostaje, što je to u čemu smo (možda) bolji od drugih?

4. LITERATURA

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NEW BUSINESS CULTURE AS A FUNCTION OF INFORMATION SECURITY

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Sažetak
Rad analizira značaj upravljanja informacijama i znanjem (prikupljanje podataka, transformacija u informacije i znanje, zaštita informacija i znanja) u generiranju novih konkurentskih prednosti temeljenih na inovacijama. U ofanzivnom smjeru CRM i BI postaju ključna strateška usmjerenja u kreiranju što vrjednijih informacija i znanja o aktivnostima konkurenata i klijenata u sadašnjosti i budućnosti kao polazišta odlučivanja i aktivnosti poduzeća. U defanzivnom smjeru informacijska sigurnost prerasta u temeljno pitanje poslovanja u uvjetima (ne)etične tržišne utakmice u cilju očuvanja tržišne pozicije. Rad istražuje važnost nove poslovne kulture (usmjerene prema djelatnicima i klijentima), sustava vrijednosti, potenciranja lojalnosti djelatnika (motivacija djelatnika, nagrađivanje, uključivanje djelatnika u odlučivanje, zadovoljstvo djelatnika) i kreiranja svijesti u cilju zaštite informacija i znanja. Definira sadašnju razinu informacijske sigurnosti i determinira aktivnosti obrazovanja i vođenja djelatnika u unapređivanju informacijske sigurnosti. Otvara pitanja (ne)sigurnosti informacija i znanja u uvjetima informacijskih i informatičkih promjena u društvu dnevnih vrijednosti informacija i curenja podataka.
Ključne riječi: informacijska sigurnost, informacije, counterintelligence, lojalnost, nova poslovna kultura.

Uvod

Tržište XXI. stoljeća postavlja nove postulate i izazove poslovanja. Informacije i znanje postaju ključni izvori konkurentskih prednosti u upravljanju rizicima i generiranju alternativa i scenarija razvoja. Samo suvremena poduzeća (organizacije koje uče), koja kreiraju ključne informacije i znanja kao podlogu poslovnoga odlučivanja te zaštićuju informacije o koncepciji i strategijama razvoja poslovanja u sadašnjosti i budućnosti, mogu prerasti u tržišne lidere. Rekoncepcijom razvoja temeljenom na istraživanju mogu generirati inovacije u cilju nadvladavanja konkurencije u uvjetima sve brže tržišne reakcije i drastičnih promjena. Tržišni lideri temeljeni na novoj poslovnoj kulturi znanja i inovacija teže u svakom trenutku biti ispred konkurencije i klijenata te novim elementima ponude diktirati tržišnu utakmicu.

1. Značaj informacija i znanja u suvremenom poduzeću

Informacije i znanje predstavljaju najvažnije resurse XXI. stoljeća. Kvalitetne informacije su počelo i ishodište svih aktivnosti poduzeća i smanjuju rizik poslovanja. Svojstva informacije su: njena vrijednost raste sve učestalijim korištenjem, ne pokorava se zakonu o očuvanju materije i energije, istovremeno ju može koristiti više

korisnika, troši malo energije i prostora, povećava proizvodnost rada i ekonomičnost poslovanja. Informacija koordinira svim ostalim resursima koji dobivaju na vrijednosti njenom upotrebom u poslovnom odlučivanju, poprima pravu vrijednost ako je dostupna u pravo vrijeme na pravom mjestu te podrazumijeva promjenu percepcije svijesti i utječe na ponašanje i prosudbu primatelja informacije. Tehnologija danas više nije najveći izazov. Izazov je informacije iskoristiti na inteligentan način. Presudno je u obilju podataka prepoznati ključne podatke i transformirati ih u informacije i znanje kao podlogu odlučivanja. Osobito je to složeno u uvjetima «dnevnih vrijednosti» kad se ne zna da li će dobavljena informacija vrijediti i sutra. Jedino što je konstantno na tržištu su promjene. U dinamičkim uvjetima nužno je reagirati, mijenjati se i inovirati jer mirovanje znači stagnaciju i propast. Informacije moraju postati temelj anticipiranja promjena, odnosno moraju biti ugrađene u intelektualni kapital i znanje.

Intelektualni kapital predstavlja dinamički koncept, strateško usmjerenje i imperativ poduzeća u generiranju novih znanja, spoznaja i aktivnosti u afirmaciji znanja. Predstavlja ukupnost znanja, informacija, tehnologije, intelektualnih prava, iskustva, organizacijskog učenja, kompetencija, odnosa s klijentima, komunikacije, brenda u poduzeću.[482] Temelji se na istraživanju i razvoju, afirmaciji kreativnosti i invenciji u optimalizaciji poslovanja. Upravljanje znanjem se konkretizira na četiri ključna područja: inovativnost, brzina reakcije, produktivnost, edukacija, odnosno rezultira upravljanjem klijentima, procesa i izvrsnosti.[483]

Intelektualni kapital i znanje XXI. stoljeća trebaju biti primijenjeni u praksi u generiranju novih trendova i rješavanja konkretnih situacija. Nova znanja se multipliciraju sve većom brzinom (količina informacija se udvostručuje svake dvije godine) te poduzeće ne može opstati na tržištu s menadžmentom i djelatnicima koji ne prate promjene. Permanentno obrazovanje svih djelatnika i menadžera je temelj organizacije koja uči koja može aktivno afirmirati postavke poslovne filozofije budućnosti. Znanje ne smije ostati na razini znanstvenog lamentiranja bez konkretne primjene, već mora prerasti u inteligentno znanje. Svako poduzeće mora biti okrenuto budućnosti i kontinuirano učiti. Iako čak 90 posto hrvatskih poduzeća ističe da je poslovno obrazovanje bitna komponenta za ostvarenjem konkurentnosti, u praksi ga primjenjuje tek 33%, za razliku od razvijenih zemalja gdje su sva poduzeća prepoznala važnost stvarnog (ne samo deklarativnog) ulaganja u intelektualni kapital. U Hrvatskoj se za razvoj znanosti ulaže samo 0,5% BDP-a, dok se u razvijenijim zemljama izdvaja 3-9% BDP-a. Upravo razvoj intelektualnoga kapitala i istraživanje predstavljaju jedinu mogućnost smanjivanja jaza hrvatskog gospodarstva i turizma na makro i mikro razini za razvijenijom konkurencijom. U funkciji prikupljanja podataka i njihove transformacije u informacije i znanje ključnu ulogu preuzimaju nova strateška usmjerenja.

2. CRM i BI u funkciji konkurentnosti poduzeća

CRM i BI su nova strateška usmjerenja koja se temelje na spoznajnom procesu podatak – informacije – znanje. Njihov cilj nije gomilanje informacija i zatrpavanje komunikacijskih kanala, već obrada ključnih, pravovremenih, točnih podataka i informacija u sažete, koncizne informacije i znanje dostavljene u najkraćem roku pravim korisnicima kao podloga generiranja poslovne odluke koja ima veću mogućnost uspjeha u odrednicama turbulentnog tržišta. Temelje se na sinergiji čovjeka i softvera. Njihova ključna razlika je što poslovna inteligencija u užem smislu prikuplja informacije o konkurentima, a CRM o klijentima kao preduvjet odgovora na dva ključna pitanja: kako biti bolji i drugačiji u odnosu na konkurenciju i kako prepoznati i personalizirano zadovoljiti potrebe klijenata.

Poslovna inteligencija (BI − Business Intelligence) je poslovno-obavještajna aktivnost koja je usmjerena na prikupljanje i informacija potrebnih za donošenje što kvalitetnijih poslovnih odluka u cilju očuvanja pozicije u poslovnom okruženju i postizanju poslovnoga uspjeha.[484] Mora kontinuirano tražiti nove podatke i sofisticiranim softverskim rješenjima nadograđivati ih u kvalitetan sustav informacija i znanja u uvjetima promjena i dnevnih vrijednosti informacija.[485] Služi za: prepoznavanje i upravljanje rizicima, pronalaženje prilika i novih ciljnih tržišta, poduzimanje aktivnosti prije konkurencije, pronalaženje i iskorištavanje slabih strana konkurencije, ugradnju aktivnosti konkurencije u vlastitu koncepciju razvoja i proces donošenja odluka. Omogućuje prikupljanje podataka, transformaciju u informacije i kreiranje distribucije izvještaja na sve razine odlučivanja uz mogućnost postavljanja ad-hoc upita, vršenje detaljnih analiza te podršku procesu planiranja.

CRM (Customer Relationship Management) definira novu poslovnu kulturu s fokusom na klijenta. Skup je odnosa i interakcija s klijentom u inteligentnim poduzećima sa svrhom monitoringa klijenata, ostvarenja lojalnosti postojećih i privlačenja novih potencijalnih klijenata pružanjem maksimalne kvalitete kao temelj generiranja profita. Proces je kojim se poduzeća koriste kako bi naučili više o željama, potrebama i ponašanju potrošača (klijenata) u svrhu izgradnje čvršćega međusobnog odnosa i pružanja personaliziranih proizvoda i usluga. Još važnije je uvažavati njihove potrebe, napustiti paradigmu da su vlastiti proizvodi i usluge najbolji,

[482] Stewart, Thomas A, Intelectual Capital: The New Wealth of Organisations, Doubleday/Currency, New York, 1997., str. 27.
[483] Mithas, Sunil, Ramasubbu, Narayan, Sambamurthy, V., How Information Management Capability Influences Firm Performance, Mis Quaterly, Vol. 35, No. 1, 2011., str. 253.
[484] Bilandžić, Mirko, Poslovno obavještajno djelovanja: Business intelligence u praksi, AGM, Zagreb, 2008. str. 71.
[485] Stipanović, Christian, Poslovna inteligencija u turizmu, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2009., str. 36.

odnosno ispred potreba klijenata. Prednosti implementacije CRM-a su:[486] efikasniji poslovni procesi usmjereni klijentu, ostvarenje lojalnosti klijenata, povećavanje tržišnog udjela i osvajanje novih tržišnih segmenata, smanjenje pritužbi i razočarenja klijenata, praćenje klijenata i bolja interakcija marketinških i prodajnih aktivnosti.
Uz prikupljanje i transformaciju informacija i znanja (CRM i BI moraju implementirati sva poduzeća na svim razinama neovisno o veličini, snazi i području djelovanja), jednaku vrijednost ima sigurnosna politika i counterintelligence u funkciji zaštite ključnih informacija.

3. Sigurnosna politika suvremenoga poduzeća

Sigurnosna politika poduzeća je skup pravila, smjernica i postupaka koja definiraju na koji način informacijski sustav učiniti sigurnim i kako zaštititi njegove tehnološke i informacijske vrijednosti. Cilj razvoja sigurnosne politike je temeljito planiranje metoda i postupaka prevencije i smanjenja štetnih utjecaja na resurse i poslovne aktivnosti poduzeća, ali i pravovremene reakcije ukoliko se sigurnosni incident dogodi.[487] Diversificira informacijsku i informatičku sigurnost. Informacijska sigurnost uključuje zaštitu svih informacija neovisno o njihovom obliku i mediju od velikog broja unutarnjih i vanjskih prijetnji. Informatička sigurnost se temelji samo na informacijama u digitalnom obliku. Informacijska sigurnost se postiže primjenom odgovarajućih mjera i standarda te organizacijskom podrškom za poslove planiranja, provedbe, provjere i dorade tih mjera i standarda.[488] Njen je zadatak osigurati tri jedinstvena svojstva podataka i informacija: [489]

- povjerljivost (tajnost) − zaštita podataka koje sadrži sustav od neovlaštenog pristupanja;
- integritet − zaštita podataka od namjernog ili slučajnog neovlaštenog mijenjanja;
- dostupnost − garancija ovlaštenim korisnicima sustava da će im sustav biti raspoloživ u svakom trenutku kad za njim imaju potrebu.

Sigurnost informacija direktno određuje kvalitetu usluge i rezultate poslovanja.[490] Sigurnosna politika predstavlja dokumente kojima se utvrđuju mjere i standardi:[491]

- ISO/IEC 17799 − naglašava važnost uspostavljanja nadzornih procedura i sustava kontrole uz sudjelovanje svih djelatnika;
- ISO/IEC 27001 − normira sustav upravljanja sigurnošću informacija (ISMS), a sadrži skup zahtjeva koje poduzeće mora ispuniti da bi se priznao certifikat za informacijsku sigurnost.

Sigurnosna politika uključuje upravljanje rizicima i provođenje obrambene, defanzivne aktivnosti – counterintelligence koja ima tri osnovna cilja:

- zadržavanje postojećega položaja poduzeća u turbulentnom dinamičkom okruženju;
- anticipiranje budućih tržišnih promjena i strateških usmjerenja direktnih i potencijalnih konkurenata u definiranom ciljnom segmentu;
- zaštita od nelegalnih i neetičkih metoda i pokušaja otkrivanja vlastitih podataka o sadašnjem i budućem poslovanju.

Diferenciraju se četiri aspekta counterintelligence u cilju prevladavanja prijetnji:[492]

- tehnički aspekt – sigurnosne mjere s toga područja imaju zadaću reducirati sve ranjivosti i slabe točke unutar komunikacijskoga sustava poduzeća;
- bihevioristički aspekt – sigurnosne mjere usmjerene na analizu i uspostavu oblika i načela ponašanja djelatnika poduzeća kao i na ponašanje svih poslovnih partnera;
- fizički aspekt – sigurnosne mjere usmjerene na regulaciju i kontrolu pristupa ljudi u objekte i prostore poduzeća i na njihovo ponašanje u tim prostorima;
- personalno-kadrovski (osobni) aspekt – sigurnosne mjere usmjerene na kadrovski ulazak (zapošljavanje) i izlazak djelatnika iz poduzeća.

Napadi mogu biti: industrijska špijunaža, računalne prijevare, prodaja informacija, upadi u informacijsko-komunikacijske kanale, nepostojanje linije odgovornosti i procedure prepoznavanja i reakcije na sigurnosne incidente… Dijele se na napade fizičke prirode (fizičko uništavanje podataka, provale, mehanička oštećenja, požari) ili elektroničke prirode (prodor u informacijski sustav, kopiranje podataka). Razlikuju se: automatizirani i

[486] Stipanović, Christian, op.cit., str. 134.
[487] Boban, Marija, Ćosić, Zoran, Planiranje i razvoj sigurnosne politike poduzeća u upravljanju sigurnošću informacija, V. znanstveno-stručna konferencija s međunarodnim sudjelovanjem Menadžment i sigurnost, Hrvatsko društvo inženjera sigurnosti, Visoka škola za sigurnost, Čakovec 2010., str. 35.
[488] Ivandić Vidović, Darija, Karlović, Lidija, Ostojić, Alen, Korporativna sigurnost, UHMS, Zagreb, 2011., str. 94.
[489] Kovačević, Damir, Sigurnosna politika, Fakultet elektrotehnike i računarstva, Zagreb, 2008. http://os2.zemris.fer.hr/ISMS/2008_kovacevic/docs/SigurnosnaPolitika.pdf; preuzeto: 9.2.2014.
[490] Fazlović, Senad, Jahić, Selma, Sigurnost informacija u funkciji upravljanja kvalitetom, Ekonomska revija, Vol. 8, No.16, Univerzitet u Tuzli, 2010., str. 51.
[491] Klaić, Aleksandar, Perešin, Anita, Koncept regulativnog okvira informacijske sigurnosti, 5th International Conference Crisis Management Days, University of Aplied Science, Velika Gorica, 2011., str. 679.
[492] Javorović, Božidar, Bilandžić, Mirko, Poslovne informacije i business intelligence, Golden marketing _ Tehnička knjiga, Zagreb, 2007., str. 266.

ciljani napadi, napadi otkaza poslužitelja, eksploatacijski napadi i napadi lažnim predstavljanjem, direktni i bežični napadi. Postoji mnoštvo prijetnji sigurnosti informacija: djelovanje u inozemstvu, decentralizirani informacijski sustavi, nekontrolirana raspoloživost internetskih mreža djelatnicima, visok stupanj suradnje s konkurentima, značajne joint venture strane i domaće investicije, postojeće ili predviđeno otpuštanje djelatnika… Godišnji porast broja napada na informacije iznosi oko 90%. Broj novootkrivenih oblika ranjivosti informacijskoga sustava raste eksponencijalno. Prema podacima američke riznice cyber kriminal (industrijska špijunaža) je 2006. nadmašio po vrijednosti i trgovinu drogom te se šteta procjenjuje na 105 milijardi dolara. Ulaganje u zaštitu podataka će biti u budućnosti veće od cijene računala što dodatno naglašava važnost problema.

U funkciji jačanja informacijske sigurnosti diversificiraju se 4 aktivnosti:[493] educiranje i jačanje svijesti djelatnika o informacijskoj sigurnosti, autentifikacija i autorizacija u pristupu informacijama, potpisivanje ugovora s poslovnim partnerima o zaštiti informacija i jačanje sigurnosti komunikacijskog sustava poduzeća. Model informacijske sigurnosti predstavlja kontinuiran proces koji se temelji na četiri faze: planiranje, implementacija, nadzor i provjera te unapređivanje. Ostvaruje se kroz hijerarhiju šest osnovnih politika i mjera:[494] sigurnosna politika i procedure, mjere fizičkog osiguranja sustava, mjere identifikacije i autentifikacije korisnika, mjere autorizacije korisnika, mjere osiguranja integriteta podataka i mjere revizije sustava. Mjere informacijsko-komunikacijske zaštite se mogu podijeliti na normativne mjere, organizacijske mjere, programske i programerske mjere, mjere tehničke zaštite, hardverske mjere, kadrovske mjere, obrazovne mjere, etičke mjere, nadzor, sankcije, mjere fizičke zaštite, protuobavještajne mjere, zaštitno uređenje poslovnog okruženja, osiguravanje poduzeća kod osiguravajućeg društva i financijske mjere. Sigurnosna informacijska politika trebala bi predvidjeti primjenu naprednih protokola autorizacije i autentifikacije korisnika, obuhvatiti sve relevantne aspekte povjerljivosti i privatnosti informacija te sugerirati primjenu odgovarajućih procedura unutarnje (interne) i vanjske (eksterne) revizije sustava.[495] Ključni su menadžeri sigurnosti koji implementiraju i upravljaju sigurnosnom politikom te educiraju djelatnike s naglaskom na prevenciju i zaštitu.

Suvremena poduzeća postaju sve više svjesna značaja informacijske i informatičke sigurnosti. Prema podacima istraživanja[496] u hrvatskim poduzećima se za informacijsku sigurnosti izdvaja 1 do 3 posto proračuna namijenjenog IT odjelu što je sukladno trendu u cijelom svijetu gdje se za to izdvaja od 1 do 10 posto, a u tom najviše prednjače zemlje Azije i Pacifika. Prema podacima Symantech istraživanja[497] mala i srednje velika poduzeća kao najveći informatički prioritet iskazuju zaštitu informacija. Sigurnosna politika hrvatskih hotelsko-turističkih poduzeća je na nižoj razini od prosjeka gospodarstva. Ne postoji svijest kao ni konkretne sigurnosne aktivnosti i educiranje djelatnika o mogućnostima informacijske prevencije i zaštite u većini hotelsko-turističkih poduzeća. Najveća primjena (kao i primjena CRM i poslovne inteligencije) je u stranim hotelskim lancima.

Ulaganje u prikupljanje podataka, informacija i znanje u ofenzivnom smjeru kao i ulaganje u zaštitu informacija predstavlja najisplativiju investiciju.[498] U informacijsku sigurnost se isplati ulagati do razine do koje efekti premašuju troškove sigurnosne politike. Pravilnim educiranjem djelatnika čak i bez skupih ulaganja u tehničke i programske alate se značajno može smanjiti rizik od napada na informacijski sustav.[499] Informatizacija ne može riješiti problema insidera, nelojalnosti i odavanja poslovnih tajni i važnih informacija te ključna postaje nova poslovna kultura u sigurnosnoj politici suvremenog poduzeća.

4. Novi sustav vrijednosti u generiranju sigurnosti informacija

Poslovna kultura je sastavni element opće kulture i vrijednosnog sustava društva u cjelini.[500] Predstavlja identitet poduzeća, definira obrasce vođenja, vrijednosti, standarde i postupke poslovanja.[501] Shvaća se kao kreativna, intrapoduzetnička kultura inovativnosti i orijentacija prema kreativnom mišljenju svih djelatnika. Potiče slobodu mišljenja, poticajnu atmosferu novih ideja i znanja i pozitivnu konkurenciju u funkciji profiliranja poduzeća nasuprot atmosfere straha od gubitka radnog mjesta. Razlučuju se različite poslovne kulture: kultura zapada,

[493] Fitzpatrick, William, M.; Burke, Donald, R.: Competitive Intelligence, Corporate Security and the Virtual Organisation, ACR, Vol. 11, No. 1, str. 28.

[494] Klepac, Goran, Mršić, Leo, Poslovna inteligencija kroz poslovne slučajeve, Liderpress, TIM press Zagreb, 2006., str. 173.

[495] Panian, Željko, Kontrola i revizija informacijskih sustava, Sinergija, Zagreb, 2001., str. 27.

[496] U istraživanju je sudjelovalo ukupno 1800 ispitanika iz 28 zemalja diljem svijeta, a sudjelovale su tvrtke iz financijskog sektora, proizvodne, široke potrošnje, tehnologije, farmaceutike, javnog sektora, transporta, telekomunikacija, energetike, automobilske industrije te iz sektora nekretnina. http://www.liderpress.hr/Default.aspx?sid=87277, preuzeto: 20.12. 2013.

[497] U istraživanju provedenom 2010. godine je sudjelovalo 2.152 menadžera iz 28 zemalja.

[498] Chen, Yan, Ramamurthy, K. Ram, Wen, Kuang-Wei, Organisation Security Policy Compliance: Stick or Carrot Approach?, Journal of Management Information Systems, Vol. 29, No. 3, 2013., str. 160.

[499] Vojković, Goran, Šupica, Žaklina, Edukacija osoblja – bitan čimbenik povećanja stupnja informacijske sigurnosti, MIPRO 2008., DE&ISS, Rijeka, 2008., str. 27.

[500] Žugaj, Miroslav et al, Organizacijska kultura, Fakultet organizacije i informatike, Varaždin, 2004., str. 5.

[501] Rijavec, Tatjana, Uspešnost poslovnoga sistema v turizmu in oblikovanje ustrezne organizacijske kulture, 5th International Scientific Conference Knowledge and Business Challenges of Globalisation in 2013, FKPV Celje, 2013., str. 335.

kultura istoka, kultura Mediterana…[502] Prema kulturi poslovne izvrsnosti nasuprot tradicionalne kulture, unapređenje je zadatak svih djelatnika.[503] Nova organizacijska kultura nije samo uvođenje novih informacijskih sustava i informacijske tehnologije, već je u promjeni odlučujući menadžerski koncept organizacijske kulture koji ima utjecaj na poslovnu uspješnost.[504] Značajne karakteristike kulture koja podržava dostizanje poslovne izvrsnosti su: potpuna posvećenost djelatnika, razmjena znanja, kontinuirano učenje, inovativnost, povjerenje i uzajamno poštovanje djelatnika bez obzira na poziciju, ovlašćivanje djelatnika, odnosno učešće djelatnika u procesu donošenja odluka, podrška menadžera, upravljanje zasnovano na činjenicama. Postavlja nove kriterije evaluacije i motivacije djelatnika, naglašava osjećaj lojalnosti i pripadnosti poduzeću. Sustav vrijednosti postavlja zajedničko djelovanje svih djelatnika u cilju razvoja poduzeća. Ulaganje u djelatnike i njihovo cjeloživotno obrazovanje prerasta u najveću vrijednost poduzeća (npr. djelatnici Podravke njezina su najveća snaga, a njihova lojalnost temeljna je vrijednost kompanije). Paralelno suvremeno poduzeće se mora orijentirati klijentu i pružiti mu personaliziranu vrijednost (sve počinje i završava s klijentom, klijent je kralj u sustavu kvalitete). Odnos prema djelatnicima i klijentima je međusobno uvjetovan jer lojalnost klijenta zasnovana na njegovom zadovoljstvu je rezultat aktivnosti djelatnika. Jedino što se ne može kopirati je odnos poduzeća prema djelatnicima i odnos djelatnika prema kupcima.

Najvažniji u sigurnosti informacijskog sustava je čovjek. Najveći problemi su vezani za svijest, znanje i lojalnost djelatnika koji ne uviđaju potrebu za osiguravanjem poslovnih podataka sve dok ne eskalira kriza poslovanja.

Djelatnici moraju ostvariti samopotvrđivanje i samoostvarenje u poduzeću kao najvišu razinu Maslowljeve hijerarhije potreba (visoko zahtjevan posao, sudjelovanje u odlučivanju i razvojnoj politici, mogućnost kreativnosti i inovativnosti, planiranje karijere, ostvarenje izvrsnosti, samousmjeravanje). Uspjeh poduzeća moraju shvatiti kao vlastiti uspjeh. Preduvjet predstavlja motivacija (materijalna – plaće, beneficije, dodaci; nematerijalna – pohvale, promocija – motivacija uključuje: biti uzor, uključiti, radost i ponos, osnažiti)[505], unakrsni trening (upoznavanje cjelokupnom poslovnog procesa, poduzetničkih pothvata i djelokruga aktivnosti svih djelatnika), stjecanje novih znanja i vještina, cjeloživotno učenje i obrazovanje, uključenost u poslovno odlučivanje i generiranje novih pravaca razvoja. Nužno je razvijati kulturu i duh zajedništva - njegovanje suradnje, povjerenja i sigurnosti. Javlja se problem otuđenja, straha od gubitka posla, pada motivacije, nedovoljne lojalnosti poduzeću osobito u uvjetima krize i recesije. U poduzeću je nužno premostiti sve konflikte, sukobe i probleme u komunikaciji, isključiti mobbing i ostale negativne pojave. Nužna je afirmacija horizontalne organizacijske strukture. U jednom smjeru moraju se informacije otvoriti svim djelatnicima kako bi se uključili u formiranje i provođenje koncepcije razvoja, a u drugom smjeru treba stvoriti svijest o lojalnosti i smanjiti mogućnost prodavanja i odavanja informacija i poslovnih tajni. Djelatnici moraju štititi interesa poduzeća, doprinositi imidžu i pozitivnoj percepciji poduzeća u javnosti afirmativnim stavom o vlastitom poduzeću. Liderstvo je proces u kome pojedinac utiče na ponašanje i djelovanje ljudi da se ostvari planirani cilj.[506] Lider (vođa temeljen na autoritetu znanja, a ne na poziciji moći) povezuje djelatnike i kreira koaliciju koja razumije viziju. Djeluje na motivaciju, informiranje i inoviranje znanja djelatnika.[507]

Lojalnost djelatnika predstavlja rezultat pravednosti i podrške, sigurnosti posla, razumijevanja organizacije, uključivanja djelatnika (autorizacije) i povjerenja prema djelatnicima. Različita istraživanja definiraju različite čimbenike koji uvjetuju lojalnost djelatnika. Istraživanja američkog tržišta (CNN, Metlife) potvrđuju da samo 47 posto djelatnika osjeća jaku lojalnost prema svojim poslodavcima, a 51 posto poslodavaca misle da su im djelatnici vrlo odani. Čak 55 posto djelatnika smatra da je komunikacija loša i rijetka između njih i poslodavaca. Portal MojPosao u anketi provedenoj u prosincu 2013. godine na više od 900 ispitanika došao do sljedećih rezultata: 41% djelatnika smatra da su za lojalnost poslodavcu presudni dobra plaća i beneficije, 23% radna atmosfera i odnos između djelatnika, 14% mogućnost napredovanja, 13% priznanje za obavljen posao i 9% zanimljiv posao.

Problem je implementirati novi sustav vrijednosti u hrvatski turizam i hotelijerstvo u uvjetima kad su plaće djelatnika u tom sektoru u prosjeku za 13 do 16 posto manje od prosječne plaće u RH, a po radu na crno se nalazi na trećem mjestu iza graditeljstva i trgovine.[508] Smanjuje se interes za poslovima u turizmu zbog plaće i radnog vremena. Paralelno negativni gospodarski trendovi, recesija, tržište rada s 380 tisuća nezaposlenih (veljača 2014.) pomiču granicu eksploatacije djelatnika i ruše Maslowljevu piramidu motivacije (potreba za samoostvarenjem se spušta preko materijalnih beneficija i nagrađivanja do potrebe za sigurnošću radnog mjesta). Kriza društva, morala, politike uvjetuju multiplikaciju crnog i sivog tržišta gdje u procesu preživljavanja,

[502] Goić, Srećko, Bilić, Ivana, Business Culture in Croatia and some Countries in Transition, Management, Vol. 13, No. 2, 2008, str. 48.
[503] Crom, Steve, *Six Sigma Culture: Better Processes and Problem-Solving*, http://europe.isixsigma.com/library/content/c050615b.asp, preuzeto: 15. 02. 2014.
[504] Galičić, Vlado, Ivanović, Slobodan, Informacijska tehnologija i organizacijska kultura hotelskih poduzeća, Informatologia, Vol. 41., No. 1, 2008., str 33.
[505] Kobjoll, Klaus, Srdačnost kao roba, Profil, Zagreb, 2009., str. 57.
[506] Vujić, Vidoje, Upravljanje promjenama i ljudskim kapitalom, Informatologia, Vol. 43, No. 2, Zagreb, 2010., str 91.
[507] Kotter, John, Paul, Leading Change, Harvard Business School Press, Boston Mass., 1996., str. 15
[508] Dukovac, Eleonora, Zbog malih plaća mladi bježe od turizma, Poslovni dnevnik, Zagreb, 27. XI 2006. http://www.poslovni.hr/mobile/karijere/zbog-malih-placa-mladi-bjeze-od-turizma-27660, preuzeto: 1.2.2014.

opstanka s jedne strane ili multipliciranja profita i bogatstva s druge strane nestaju svi etički principi i društvene vrijednosti.

U sigurnosnoj politici ključna je edukacija djelatnika koja mora biti prikladna s ulogom, sposobnosti i odgovornosti pojedinca kao preduvjet dodjeljivanja prava pristupa informacijama. Djelatnici moraju postati svjesni važnosti informacija i znanja. Znanje i informacije predstavljaju moć, a gubitak informacija može krajnje eskalirati propašću poduzeća. Izgradnja lojalnosti djelatnika mora biti uključena kroz sve strategije kadrovskog menadžmenta: akvizicija djelatnika (MICES principi)[509], edukacija, motivacija, evaluacija, promocija, autorizacija, stvaranje poticajne radne klime. Djelatnici moraju čuvati poslovne tajne, informacije o sadašnjim i budućim aktivnostima poduzeća te spriječiti pokušaje konkurencije da u eri postinformacijske revolucije, inteligentnih poduzeća i poslovne inteligencije spozna što više informacija o poslovanju poduzeća. Ne smiju u neformalnim razgovorima otkrivati ključne informacije o poduzeću danas i sutra. Suvremene studije pokazuju da preko 70% slučajeva gubitka informacija su uzrokovali insideri, djelatnici koji su povjerljive informacije prodali ili nesvjesno ustupili konkurenciji. Često djelatnici da bi se osjećali važni u društvu, svjesno ili nesvjesno odaju tajne poduzeće. Još teže su povrede kada svjesno odaju tajne za novac i osobni probitak. Vrlo teško je otkriti insidera i krticu u vlastitom timu. Kadrovski menadžment mora definirati psihološki okvir svakog djelatnika i proučiti moguće reakcije djelatnika pod pritiscima. Pri zapošljavanju se moraju potpisati klauzure o nekonkurentnosti (ugovor o povjerljivosti), odnosno djelatnici se obvezuju da određeno razdoblje (obično godinu dana) nakon prestanka radnog odnosa u poduzeću, neće raditi za izravne konkurente.

Potrebno je determinirati granicu kontrole djelatnika i njihove privatnosti. Nadziranje elektroničke pošte i telefona se sve više koristi jer su sustavi nadzora relativno jeftini i laki za uporabu. Više od 75 posto poduzeća u SAD-u nadzire web stranice koje djelatnici posjećuju, polovica njih pohranjuje i pregledava sve kompjutorske datoteke, a 55 posto poslodavaca čita elektroničku poštu djelatnika. Čak 26 posto poduzeća otpustilo je svoje djelatnike zbog zlorabe interneta (istraživanje ePolicy).[510] U svijetu je oko 27 milijuna djelatnika koji su tijekom rada pod prismotrom, odnosno kojima se nadziru telefoni, elektronička pošta, uporaba interneta ili ih se prati videokamerom. Takve aktivnosti potiču nezadovoljstvo djelatnika zbog izražene sumnje, nepovjerenja i rušenja njihove privatnosti. Regulativa na tom području postoji, ali mnogi je smatraju nedovoljno razrađenom.

U gospodarstvu XXI. stoljeća unapređuju se metode generiranja informacija i znanja, razvijaju se strategije sigurnosne politike, ali i metode i aktivnosti cyber kriminala i rušenja etičkih principa poslovanja. Iako ne postoji apsolutna sigurnost, poduzeće mora kontinuirano unapređivati informacijsku sigurnost s posebnim naglaskom na uvođenje nove poslovne kulture i sustava vrijednosti.

Zaključak

Informacijska sigurnost u uvjetima dinamičkih tržišnih promjena, (ne)lojalne tržišne konkurencije, ekspanzije informacijske tehnologije, industrijske špijunaže i curenja informacija postaje ključan faktora poslovanja suvremenoga poduzeća u sadašnjosti i budućnosti. Njen razvoj nagriza pojava sve sofisticiranijih aktivnosti cyber kriminala i rušenja sigurnosnih barijera. Uz razvoj softverskih rješenja primat sigurnosne politike preuzima nova poslovna kultura i sustav vrijednosti temeljeni na liderstvu i autoritetu znanja, učenju i edukaciji te izgradnji lojalnosti djelatnika.

Prosječna hrvatska hotelsko-turistička poduzeća nisu svjesna opasnosti gubitka ključnih informacija i posljedica na poslovni rezultat. Nova generacija menadžera mora implementirati nova strateška usmjerenja (CRM i BI) u procesu generiranja ključnih informacija i znanja i procedure i standarde sigurnosne politike s naglaskom na novi odnos prema djelatnicima i klijentima.

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CHALLENGES OF THE DIGITAL ENVIRONMENT FOR PERSONAL DATA PRIVACY AND SECURITY

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Abstract
In the introduction the author explains the more recent challenges for individuals' rights in relation to protection of security and privacy of their personal data processed in the digital globalized environment, which is characterized by rapid development of information and communication technologies and services. This is followed by analysis of a number of EU and Croatian legal sources relevant for that area. Case law of the EU Court of Justice with a focus on online personal data processing issues is further examined, including the most recent judgments on invalidity of the Data Retention Directive and on the right to be forgotten online. After explaining recent developments in the field and the requirements to adjust the legal framework to contemporary data processing conditions the author next analyses selected solutions of proposed new EU general legal framework, *i.e.* General Data Protection Regulation. In concluding remarks the author points *inter alia* to the need for raising awareness of all stakeholders on issues examined in this paper and ensuring conditions towards a more effective domestic general data protection framework.

Keywords: personal data protection, privacy, electronic communications, Internet, proposal for EU General Data Protection Regulation

1. Uvod

Brojne koristi koje donosi i omogućuje globalno umrežavanje kao i brz i propulzivan razvoj informacijskih i komunikacijskih tehnologija i sustava u modernom društvu danas se moraju sagledavati i iz aspekta pojavnosti mogućih povezanih rizika za umrežene pojedince i njihova temeljna prava i slobode. Posljednjih godina svjedoci smo, naime, naglog razvoja visokih tehnologija koje omogućuju, između ostalog, sve složenije i sofisticiranije načine *obrade osobnih podataka*, tj. radnji koje se vrše nad podacima koji se odnose na identificiranu fizičku osobu ili fizičku osobu koja se može identificirati (ispitanik). Osobni podaci smatraju se „novom naftom interneta i novom valutom digitalnog svijeta" /2/, što potvrđuje snažan razvoj tržišta tih podataka. U isto vrijeme jasno je i da se digitalna ekonomija zasniva na povjerenju korisnika da će se njihovi podaci zakonito prikupljati i obrađivati te da će poduzimati odgovarajuće mjere njihove zaštite od bilo kojeg oblika zlouporabe. Tako je, unatoč specifičnoj prirodi interneta kao otvorene globalne mreže koja dopušta prijenos informacija, važno raditi na osiguravanju jamstava pravne zaštite u vezi s obradom osobnih podataka umreženog pojedinca koji se obrađuju *online,* isto kao što se ta zaštita jamči prilikom obrade njihovih podataka u zatvorenom, *offline* okruženju /3/.

Današnja je tehnologija uz digitalizaciju mreža i usluga usmjerena prema daljnjem razvoju ultrabrzih mreža i sve naprednijoj konvergenciji raznih elektroničkih komunikacijskih uređaja i usluga (podaci, glas, radio/TV i dr.), a elektroničke komunikacije sve više postaju temeljna infrastruktura koja omogućava obavljanje i zadovoljavanje najrazličitijih poslovnih i osobnih potreba poput informiranja i obrazovanja, elektroničke trgovine, zabave i društvenog života itd. Tehnološki razvoj u području elektroničkih komunikacija te informacijskih i komunikacijskih tehnologija i usluga i njihova dostupnost građanima danas više nego ikada prije podrazumijeva postojanje mogućnosti, odnosno sredstava za identifikaciju, praćenje i analizu njihova ponašanja. Razlog je tome pohrana podataka koji se generiraju već samim njihovim korištenjem elektroničkih komunikacija i različitih komunikacijskih usluga i koji se sve više smatraju podacima koji se tiču njihova privatnog života. Osim toga, u visoko kompetitivnoj ekonomiji digitalnog tržišta sve veći je broj usluga i proizvoda koji se zasnivaju na personalizaciji, tj. individualnim navikama i željama korisnika, što se omogućuje njihovim praćenjem i profiliranjem, kako bi se što je moguće više točnije ciljale njihove predviđene potrebe i interesi. Praćenje pojedinaca i njihovih aktivnosti na mreži uz pomoć tehnologije kao i mogućnosti obrade velike količine digitalnih podataka koji se na njih odnose omogućuju se na sve sofisticiraniji način. Nadalje, mogućnost identifikacije umreženog pojedinca više ne podrazumijeva potrebu dobivanja odgovora na pitanje može li se saznati njegovo ime jer se praćenjem sredstava za nadzor prometa u mreži omogućuje utvrđivanje ponašanja uređaja koji služi za spajanje na internet s ciljem da se tako identificiranog pojedinca, izdvojenog od korisnika drugih uređaja, tretira na određeni poseban način i profilira s obzirom na ponašanje u mreži (navike, interesi, osobnost) /4/. *Profiliranje* u najširem smislu tog pojma uključuje rudarenje velike količine podataka koji su se prikupljali u postupku skladištenja podataka da bi se potom donijeli zaključci o poveznicama između određenih vrijednosti koje se žele primijeniti na konkretne osobe kako bi se polučio željeni rezultat (kao što je to, npr., postizanje toga da se osoba ponaša na određeni željeni način) /5/. Pritom se koriste različite moderne tehnologije kao što su nadzor i praćenje putem GPS tehnologija /6/ i dubinsko pregledavanje sadržaja paketa prometa koji se prenose mrežom /7/, videonadzor i dr. Osim u komercijalne svrhe, profiliranje se koristi u svrhu borbe protiv teških kaznenih djela poput terorizma (npr. u kontekstu predviđanja terorističkih prijetnji i napada) /8/. Postupci profiliranja sve su popularniji i zato što ne podrazumijevaju pretjerano visoke troškove za postizanje željenih rezultata. Oni mogu uključivati i praćenje ponašanja pojedinaca tijekom njihova korištenja elektroničkih komunikacijskih usluga i usluga informacijskog društva kako bi se u odnosu na njih poduzimale ciljane radnje poput ponude personaliziranih oglasa (*online* ciljano ili bihevioralno oglašavanje). To je čest slučaj kod pružanja internetskih usluga koje su za korisnike besplatne i koje se u većoj ili manjoj mjeri financiraju na temelju suradnje davatelja navedenih usluga s oglašivačima. Takvo oglašavanje traži što veću predvidljivost mogućeg ponašanja pa prema tome i sve detaljnije podatke o ponašanju korisnika radi izrade što točnijeg profila. U razmatranju takvog oglašavanja posebna se pozornost, među ostalim, upućuje pitanju razmjene informacija o *online* ponašanju pojedinca unutar mreže većeg broja oglašivača /9/.

Značajno širenje opsega prikupljanja, razmjene, korištenja i svih drugih oblika obrade osobnih podataka te najrazličitiji, sve kompleksniji oblici njihove obrade u digitalnim globaliziranim uvjetima naglašavaju i pitanje mogućnosti održavanja „kontrole" nad njima i njihovim upravljanjem u kibernetičkom prostoru koji ne poznaje teritorijalne granice. Društveno-ekonomski trendovi značajno doprinose iznimnoj popularnosti usluga koje se pretežito zasnivaju na konceptu prikupljanja, razmjene i najrazličitijih oblika obrade sve većih količina osobnih podataka kojima ne pripadaju samo „klasično" pribavljeni osobni podaci koje korisnici svjesno i svojevoljno

pružaju (objavljuju) nego i podaci koji se generiraju kroz njihovo korištenje internetskih usluga i na isto odnose. Sve je više dostupnih besplatnih ili barem ekonomski isplativih rješenja koji nude virtualnu pohranu osobnih podataka i druge usluge njihove obrade *online*. Tima svakako pripadaju i osobito popularne tzv. *web 2.0 usluge uz sadržaj koji stvaraju sami korisnici* /10/ kao što su, primjerice, usluge *online* društvenih mreža, a koje zauzimaju bitan dio digitalnog tržišta i čije korištenje pretpostavlja, ovisno o pojedinom modelu korištenja, različite razine gubitka kontrole nad osobnim podacima. *Usluge računarstva u oblaku* mogu ovisno o pojedinom modelu podrazumijevati pohranu osobnih podataka na poslužiteljima koji se nalaze pod kontrolom trećih strana (to jest davatelja tih usluga) i kojima korisnik koji je ugovorio korištenje odgovarajuće usluge u oblaku pristupa udaljenim pristupom. U određenim slučajevima podaci pohranjeni u oblaku prenositi će se na poslužitelje u trećim zemljama koje i nemaju osiguranu odgovarajuću razinu zaštite osobnih podataka. Postavljaju se ovdje i brojna druga pitanja, među ostalim pitanja odgovornosti za provedbu zaštite u multinacionalnom okruženju, tko i u kojim uvjetima može pristupati navedenim podacima (uključujući tijela za provedbu zakona), vlasništva nad podacima pa sve do načina na koji se osigurava njihova zaštita od gubitka ili uništenja, odnosno bilo kojeg oblika zlouporabe, mjerodavnog prava i načina rješavanja sporova u multinacionalnom okruženju. Ta se pitanja intenzivno razmatraju na razini EU-a osobito u kontekstu jedinstvene europske strategije za razvoj računalstva u oblaku koja je donesena 2012. godine /11/.
Osim toga, kada je riječ o naprednim tehnologijama, posljednjih godina razmatraju se i pitanja u vezi s primjenom tehnologije *identifikacije putem radiofrekvencije* (dalje: RFID), posebice RFID uređaja i aplikacija funkcionalnih za obradu osobnih podataka i povezivanje na komunikacijske mreže. Naime, ugradnjom RFID etikete svakoj se stvari dodjeljuje jedinstveni identitet. Riječ je o o elektroničkom čipu s pohranjenim informacijama koji ima mogućnost komunikacije radiosignalima (radiovalovima) s RFID čitačem. Tako RFID čitač koji komunicira s etiketom može učitati, na primjer, svojstva stvari u kojoj je etiketa ugrađena. U RFID etiketi se također mogu pohranjivati osobni podaci koje RFID uređaji/aplikacije mogu čitati, odnosno obrađivati, a uz povezivanje na komunikacijsku mrežu ti se podaci mogu i dalje prenositi i obrađivati također i u, primjerice, javnoj elektroničkoj komunikacijskoj mreži. RFID tehnologija nije sama po sebi novost, no uslijed sve intenzivnije primjene RFID sustava putem kojih se omogućuje obrada podataka koji se odnose i na pojedince, uz mogućnosti daljnjeg povezivanja na komunikacijske mreže (a u okviru kojih se onda ti podaci dalje obrađuju), posljednjih su godina na razini EU-a posebno aktualna nastojanja da se utvrde postupci ranog prepoznavanja i minimalizacije rizika koje njezina uporaba može imati na niz aspekata prava na privatnost pojedinaca, osobito u vezi s obradom njihovih osobnih podataka. To treba imati na umu i s obzirom na to da se s razvojem RFID tržišta omogućuje pojavnost posebnog umreženog stanja koje karakterizira povezanost i komunikacija između svih međusobno povezanih stvari u komunikacijskoj infrastrukturi pa tako i povezanost i komunikacija korisnika stvari sa stvarima (tzv. internet stvari, engl. *Internet of things*). Sudjelovanje osoba u takvu okruženju omogućava obavljanje brojnih automatiziranih i za korisnika potencijalno nevidljivih modaliteta obrade niza različitih podataka koji se na njih odnose, stoga je nužno raditi i na prilagodbi pravnog okvira radi uvažavanja uključenih rizika za privatnost i zaštitu osobnih podataka i osiguravanja njihove odgovarajuće zaštite, uz nužnu podršku odgovarajućih tehnoloških mjera. Kao i kod usluga računarstva u oblaku, time se ujedno stvaraju preduvjeti za nužno jačanje *povjerenja korisnika* u vezi s korištenjem internetskih usluga i novih tehnologija, stoga se i ta pitanja ozbiljno razmatraju na razini EU-a /12/.

Sve ranije izloženo predstavlja novije izazove pred pravno područje zaštite osobnih podataka, posebice u današnje, kako se katkad naziva, doba velikih podataka (engl. *Big Data*) /13/ u kojem se sve više i sve lakše omogućuje identifikacija, tj. prepoznavanje umreženih sudionika na temelju digitalnih identifikatora (Internet Protokol adresa /14/, RFID etiketa, kolačića /15/ i dr.), osobito uz pomoć modernih sustava za rudarenje podataka koji se povezuju s velikim bazama podataka. U takvim uvjetima postupci *anonimizacije*, kojima bi se moralo osigurati da se više ne radi o podacima koji se odnose na osobu koja bi mogla biti identificirana, sve više predstavljaju poseban izazov s obzirom na najnovija dostignuća u razvoju tehnologije koja omogućuje njihovu povratnu identifikaciju /16/.

Osim toga, u globalno umreženom komunikacijskom okruženju osobito je važno kontinuirano pratiti prijetnje i opasnosti za sigurnost i integritet informacijskih sustava, mreža i usluga, odnosno prijetnje koje u digitalnom okruženju predstavljaju sve brojniji oblici kibernetičkog kriminala /17/. Globalni razvoj informacijskih tehnologija i mreža pogodovao je, naime, razvoju kaznenih djela koja se čine u kibernetičkom prostoru ili uz njegovu pomoć /18/. Također, potrebno je imati na umu i različite mjere koje države koriste radi suzbijanja posebno teških kaznenih djela kao što su ona koja se odnose na terorizam i organizirani kriminal te sve sofisticiraniju tehnologiju i sustave nadzora nad podacima pojedinaca i sve naprednije mogućnosti njihove obrade. Mjere poput obveznog zadržavanja podataka u elektroničkim komunikacijama koje se u pravilu utvrđuju u svrhu borbe protiv teških kaznenih djela, ali koje podrazumijevaju praćenje i pohranu navedenih podataka svih građana za dulji rok, bez obzira na postojanje sumnje u njihovo počinjenje takvih djela, nužno traže uspostavu odgovarajućih pravnih mehanizama radi sprečavanja samovolje i bilo kojih drugih oblika zlouporabe.

Zaštita osobnih podataka područje je prava na čiji je razvoj u Republici Hrvatskoj osobito snažno utjecala relevantna prava stečevina EU-a. Posljednjih je godina upravo na razini prava EU-a prepoznata nužnost osiguravanja novog pravnog okvira, nužno podržanog tehnološkim rješenjima, koji će se učinkovito uhvatiti u koštac s brojnim novijim izazovima i rizicima globaliziranog digitalnog okruženja i brzog tehnološkog razvoja, a koji, među ostalim, omogućuju sve različitije, intenzivnije i rasprostranjenije aktivnosti obrade osobnih podataka. U navedenim je uvjetima, naime, nužno osigurati mehanizme smislene i doista učinkovite zaštite prava pojedinaca u vezi s obradom njihovih osobnih podataka. Neodvojivo od toga je i osiguravanje provedbe potrebnih sigurnosnih mjera radi zaštite podataka, mreža i informacijskih sustava, kao i primjerenog sustava sankcioniranja svih oblika zlouporaba. U radu će se stoga analizirati ključni propisi u relevantnom domaćem pravnom okviru i okviru EU-a s posebnim težištem na općim propisima o zaštiti osobnih podataka i propisima koji uređuju pitanja obrade osobnih podataka i zaštite privatnosti u području elektroničkih komunikacija te ispitati odabrana sudska praksa Suda pravde EU-a kojom se tumači primjena važećeg okvira EU-a u pogledu pitanja zaštite osobnih podataka u digitalnom okruženju. Nakon analize aktualnog stanja na razini prava RH i EU-a analizirat ću ključne novosti u razvoju ovog pravnog područja na razini prava EU-a posljednjih godina. Pritom ću se posebno usredotočiti na ispitivanje odabranih značajki predloženog novog općeg okvira zaštite osobnih podataka koji je danas u zakonodavnom postupka na razini EU-a, a koji je nužno na odgovarajući način pratiti u Republici Hrvatskoj, osobito iz svih ovdje navedenih razloga i zbog značajnog utjecaja na važeći domaći pravno-regulatorni okvir.

2. Važeći pravni okvir RH i EU-a

Temeljni akt EU-a kojim se zaštita osobnih podataka uređuje na općoj razini je **Direktiva 95/46/EZ o zaštiti pojedinaca u pogledu obrade osobnih podataka i njihovog slobodnog protoka** /19/ (dalje: Direktiva ZOP). Direktiva ZOP implementirana je u domaći pravni okvir država članica EU-a kao i država članica Europskog gospodarskog prostora (EGP - Norveška, Island i Lihtenštajn). Ona je donesena s ciljem postizanja ujednačene razine zaštite prava i sloboda pojedinaca u državama članicama EU-a, poglavito prava na privatnost u vezi s obradom njihovih osobnih podataka sukladno članku 8. **Europske konvencije za zaštitu ljudskih prava i temeljnih sloboda** te u skladu s temeljnim načelima zaštite osobnih podataka iz **Konvencije Vijeća Europe za zaštitu osoba glede automatizirane obrade osobnih podataka** (dalje: Konvencija 108) /20/. Osim toga, cilj Direktive ZOP je i uklanjanje prepreka slobodnom protoku osobnih podataka, tj. slobodnom razvoju unutarnjeg tržišta. Naime, sustav prijenosa osobnih podataka između navedenih država članica EU-a/EGP-a funkcionira s početnom vrijednosti da sve spomenute zemlje imaju *odgovarajuću razinu zaštite osobnih podataka*. To podrazumijeva neometani prijenos podataka između tih zemalja kao država s uređenom zaštitom osobnih podataka, što predstavlja temeljni ekonomski smisao Direktive ZOP (neometani razvoj unutarnjeg tržišta). To će načelo također vrijediti kod izvoza osobnih podataka u treće države, tj. države koje nisu spomenute države članice EU-a/EGP-a za koje je Europska komisija posebno utvrdila da imaju odgovarajuću razinu zaštite osobnih podataka. Izvoz podataka moguć je i u drugim, posebno uređenim slučajevima.

Države članice EU-a nisu bile dužne provesti Direktivu ZOP u domaći pravni okvir u područjima koja su do ukidanja stupova EU-a bila izvan okvira prvog stupa Zajednice (funkcioniranje unutarnjeg tržišta) kao što su zajednička vanjska i sigurnosna politika te policijska i pravosudna suradnja u kaznenim stvarima. Zaštita osobnih podataka u vezi s potonjim područjem (bivši treći stup EU-a) uređena je **Okvirnom odlukom Vijeća** 2008/977/JHA **o zaštiti osobnih podataka obrađivanih u okviru policijske i pravosudne suradnje u kaznenim predmetima** /21/. Osim toga, zaštita osobnih podataka u vezi s njihovom obradom u tijelima i institucijama EU-a posebno je uređena **Uredbom br. 45/2001 Europskog parlamenta i Vijeća o zaštiti osoba pri obradi osobnih podataka u institucijama i tijelima Zajednice te o slobodnome protoku takvih podataka** /22/.

Valja napomenuti da Direktiva ZOP ostavlja državama članicama određenu razinu slobode prilikom provedbe pojedinih njezinih odredbi u domaći pravni okvir /23/. One, međutim, to pravo smiju koristiti samo na način predviđen Direktivom i na način kojim se osigurava postizanje njezinih ciljeva /24/. Prema tumačenju Suda pravde EU-a, države članice ne bi smjele na različite načine tumačiti pojedine pojmove Direktive (u pogledu kojih se izričito ne predviđa određena razina slobode kod provedbe u unutarnje pravo) zbog cilja osiguravanja ujednačene razine zaštite osobnih podataka u EU-u. Usklađivanje domaćih propisa ne bi smjelo biti minimalno, tj. ono treba biti *općenito potpuno* (engl. *generally complete*) /25/.

Republika Hrvatska ratificirala je obje ranije navedene konvencije Vijeća Europe /26/, a Ustavom RH još se od 1990. godine svakome jamči sigurnost i tajnost njegovih osobnih podataka (čl. 37.). Međutim, to je područje cjelovito uređeno zakonom tek 2003. godine donošenjem **Zakona o zaštiti osobnih podataka** (dalje: ZZOP)

/27/. Odredbe ZZOP-a od donošenja do danas usklađivale su se poglavito s odredbama Direktive ZOP, a to je i izričito utvrđeno u okviru izmjena i dopuna tog zakona iz 2011. godine (čl. 1.a, NN br. 130/11). ZZOP uređuje zaštitu osobnih podataka svih fizičkih osoba u RH bez diskriminacije, tj. bez obzira na njihovo državljanstvo i prebivalište te neovisno o rasi, boji kože, spolu, jeziku, vjeri, političkom ili drugom uvjerenju, nacionalnom ili socijalnom podrijetlu, imovini, rođenju, naobrazbi, društvenom položaju ili drugim osobinama kao i nadzor nad obradom tih podataka u RH. *Zbirke osobnih podataka* strukturirani su skupovi osobnih podataka fizičkih osoba (ispitanika) koji su dostupni prema posebnim kriterijima, dok su *voditelji zbirki osobnih podataka* fizičke ili pravne osobe, državna ili druga tijela koja određuju svrhu i način obrade osobnih podataka. Što se tiče materijalnog područja primjene, ZZOP se primjenjuje na sve aktivnosti obrade osobnih podataka i u javnom i u privatnom sektoru, uz iznimku obrade koju fizičke osobe obavljaju isključivo za osobnu primjenu ili za potrebe kućanstva. To, dakako, ne utječe na mogućnost ograničenja primjene pojedinih odredbi ZZOP-a sukladno posebno propisanim uvjetima i slučajevima. Što se tiče teritorijalnog područja primjene, uvodno treba istaknuti odredbe Direktive ZOP kojima se određuje mjerodavno pravo za obradu osobnih podataka. Mjerodavno pravo za obradu osobnih podataka u pravilu će biti pravo države članice EU-a gdje je osnovan tzv. kontrolor (engl. *controller*), tj. voditelj zbirke osobnih podataka prema terminologiji ZZOP-a, odnosno pravo države članice gdje on ima poslovni nastan (engl. *establishment*). Ako on nije osnovan, tj. nema poslovni nastan u EU-u, ali se oprema koju koristi u svrhu obrade osobnih podataka nalazi na području jedne od država članica EU-a, tada će biti mjerodavno pravo te države članice (osim ako se ta oprema isključivo koristi za svrhe prijenosa podataka preko teritorija EU-a). Navedena odredba prenesena je u ZZOP koji utvrđuje primjenu tog zakona i kada voditelj zbirke nema prebivalište ili sjedište u jednoj od država članica EU-a, ako on koristi automatiziranu i drugu opremu koja se nalazi na području RH za potrebe obrade osobnih podataka (osim ako tu opremu koristi samo za prijenos podataka preko teritorija EU-a). U takvom slučaju voditelj zbirke mora imenovati zastupnika u RH /28/.

Direktiva ZOP nalaže obvezu uspostave nadzornih tijela za zaštitu osobnih podataka koja će s potpunom neovisnošću nadzirati primjenu domaćih propisa koje države članice usvajaju na temelju te direktive. Tu funkciju u RH obavlja *Agencija za zaštitu osobnih podataka* (dalje: AZOP) koja je, prema tome, zadužena za nadzor nad provedbom zaštite osobnih podataka u RH. ZZOP predviđa samostalnost AZOP-a u obavljanju poslova utvrđenih zakonom i odgovornost prema Hrvatskom saboru kojem podnosi izvješća o radu. Sredstva za rad AZOP-a osiguravaju se u državnom proračunu. Ravnatelja i zamjenika ravnatelja AZOP-a imenuje i razrješava Hrvatski sabor na prijedlog Vlade RH, a uvjeti za njihov izbor odnose se na to da oni moraju biti hrvatski državljani visoke stručne spreme te imati najmanje 10 godina radnog iskustva. Ti uvjeti nisu mijenjani od donošenja ZZOP-a 2003. godine, a to znači i da se do danas za imenovanje nije propisao važan uvjet stručnosti u području zaštite osobnih podataka, odnosno u području zaštite ljudskih prava.

U ZZOP-u su implementirane odredbe Direktive ZOP koje sadrže temeljna pravila o kvaliteti osobnih podataka i zakonitosti njihove obrade kao što su među ostalim osnove kada je dopušteno obrađivati osobne podatke (uz privolu ispitanika, u zakonom određenim slučajevima, itd.). Osobni podaci smiju se prikupljati u svrhu s kojom je ispitanik upoznat, koja je izričito navedena i u skladu sa zakonom te se mogu dalje obrađivati samo u svrhu u koju su prikupljeni, odnosno u svrhu koja je podudarna sa svrhom prikupljanja. Oni moraju biti bitni za postizanje utvrđene svrhe i ne smiju se prikupljati u većem opsegu nego što je to nužno da bi se postigla utvrđena svrha. Osim toga, osobni podaci ne smiju se čuvati u obliku koji dopušta identifikaciju ispitanika duže no što je to potrebno za svrhu u koju se podaci prikupljaju ili dalje obrađuju (odgovarajuće mjere zaštite za osobne podatke koji se pohranjuju na duže razdoblje za povijesnu, statističku ili znanstvenu uporabu propisuju se posebnim zakonima). Osobito je važna obveza zaštite osobnih podataka od slučajnoga gubitka ili uništenja i od nedopuštenog pristupa, nedopuštene promjene i objavljivanja te svake druge zlouporabe, a u posebnoj je odredbi u okviru izmjena i dopuna toga zakona iz 2011. godine utvrđeno da mjere zaštite moraju biti razmjerne naravi djelatnosti (voditelja zbirke, odnosno primatelja) i sadržaju zbirke osobnih podataka. U relevantnom prijedlogu izmjena i dopuna ZZOP-a pojašnjava se da je time izvršeno usklađivanje s odgovarajućom odredbom Direktive ZOP (čl. 17.) koja nalaže da se mjerama mora osigurati odgovarajuća razina sigurnosti u odnosu na rizike koji su prirođeni pojedinoj vrsti obrade kao i prirodi podataka koji se obrađuju, uzimajući u obzir najnovija dostignuća (engl. *state of the art*) i troškove provedbe mjera. ZZOP također utvrđuje posebna pravila u vezi s obradom osobnih podataka koji su osjetljive prirode (*posebna kategorija osobnih podataka)*, a među koje pripadaju i podaci o zdravlju. Posebne mjere zaštite tih podataka propisane su *Uredbom o načinu pohranjivanja i posebnim mjerama tehničke zaštite posebnih kategorija osobnih podataka* (NN br. 139/04).

Prema Direktivi ZOP voditelj zbirke može imenovati *službenika za zaštitu osobnih podataka* koji vodi brigu o zakonitosti obrade osobnih podataka i ostvarivanju prava na zaštitu osobnih podataka i ta je mogućnost uvedena u ZZOP izmjenama i dopunama toga zakona 2008. godine (NN br. 41/08). Postroženim odredbama u okviru izmjena ZZOP-a 2011. godine imenovanje navedenih službenika postala je obveza kada voditelj zbirke zapošljava više od 20 radnika, a tada su nadodane i ponešto detaljnije odredbe o imenovanju službenika i njegovim zadacima.

ZZOP utvrđuje i niz prava ispitanika, a to su, među ostalim, pravo na dobivanje obavijesti o njihovim osobnim podacima koje voditelj zbirke obrađuje i o tome tko je i za koje svrhe i po kojem pravnom temelju te podatke dobio na korištenje i dr. Propisane su i pojedine posebne obveze u specifičnim slučajevima obrade osobnih podataka kao što je to slučaj povjeravanja poslova njihove obrade drugoj osobi ili tijelu kao tzv. *izvršitelju obrade* koji u tom slučaju vrše obradu isključivo po nalogu voditelja zbirke te u njegovo ime. ZZOP specifično uređuje uvjete pod kojima voditelji zbirki smiju dati osobne podatke na korištenje tzv. *primateljima* kojima su podaci potrebni radi obavljanja poslova u okviru njihovih zakonom utvrđenih djelatnosti (npr. uvjet prethodnog pisanog zahtjeva primatelja s propisanim obveznim sadržajem). Zakon također sadrži pravila za slučaj izvoza, tj. prijenosa osobnih podataka u treće zemlje kao što je to osobito (ali ne isključivo) pravilo utvrđenja da pojedina zemlja ima uspostavljenu odgovarajuću razinu zaštite osobnih podataka.

Svaka osoba koja smatra da joj je povrijeđeno pravo zajamčeno ZZOP-om ima pravo podnijeti AZOP-u *zahtjev za utvrđivanje povrede prava.* Rješenje AZOP-a upravni je akt protiv kojeg nije dopuštena žalba, ali se može pokrenuti upravni spor. Zakon također predviđa pravo ispitanika da sukladno općim propisima o naknadi štete pred sudom opće nadležnosti zatraži od voditelja zbirke osobnih podataka naknadu štete koja je nastala zbog obrade njegovih osobnih podataka protivno odredbama tog zakona. U obavljanju nadzora AZOP ima pravo pristupa osobnim podacima, spisima i drugoj dokumentaciji koja se odnosi na obradu osobnih podataka kao i sredstvima elektronske obrade te ima pravo prikupljati sve informacije koje su potrebne za provedbu nadzora. Ako su podaci klasificirani, njima se pristupa sukladno posebnim propisima /29/. Utvrdi li kod obavljanja nadzora povredu zakona, AZOP ima pravo upozoriti ili opomenuti voditelja zbirke (kao i primatelja te izvršitelja obrade) na nezakonitosti u obradi osobnih podataka te rješenjem narediti da se nepravilnosti uklone u određenom roku, odnosno privremeno zabraniti obradu podataka protivno zakonu, narediti brisanje podataka prikupljenih bez pravne osnove, zabraniti iznošenje podataka iz RH itd. Protiv navedenog rješenja AZOP-a nije dopuštena žalba, ali se može pokrenuti upravni spor. AZOP također može predložiti pokretanje postupka kaznene ili prekršajne odgovornosti pred nadležnim tijelom. ZZOP ne predviđa ovlast AZOP-a da izravno izriče sankcije kod utvrđenih povreda.

Prema Direktivi ZOP države članice dužne su osigurati prikladne mjere radi osiguravanja njezine potpune provedbe, a poglavito propisati sankcije za povredu domaćih propisa donesenih na temelju Direktive. U ZZOP-u se prekršajna odgovornost i novčane kazne izričito utvrđuju samo za slučaj povreda pojedinih njegovih odredbi. Tako se, na primjer, izričito ne utvrđuje prekršajna odgovornost u slučaju nezakonitog prikupljanja tj. obrade osobnih podataka, osobito ako je riječ o osjetljivim podacima (posebna kategorija osobnih podataka) i podacima djece. Međutim, prekršajna odgovornost mogla bi *posredno* nastupiti i kod takvih povreda koje nisu izričito predviđene kao prekršaji jer ZZOP utvrđuje kao prekršaj nepostupanje po naredbi ili zabrani odnosno izdanom rješenju AZOP-a (u vezi s uočenim povredama Zakona) u zadanome roku. Što se tiče iznosa novčane kazne, ZZOP predviđa jedinstveni raspon (20.000,00 do 40.000,00 kuna te 5.000,00 do 10.000,00 kuna za odgovornu osobu u pravnoj osobi, odnosno državnom tijelu te jedinici lokalne i područne samouprave). Posebno se ne propisuju kriteriji za utvrđivanje iznosa kazne u pojedinom slučaju (npr. ako je riječ o lakšoj ili težoj povredi Zakona, ako je riječ o prvoj ili ponovljenoj povredi). Navedeni iznosi nisu se mijenjali od donošenja zakona 2003. godine.

Direktiva ZOP (kao i naš ZZOP) ima opće područje primjene, što znači da se ona primjenjuje na pitanja obrade osobnih podataka ako drugačije nije utvrđeno posebnim propisom koji će se u tom slučaju primjenjivati kao *lex specialis*. Takav je slučaj s **Direktivom 2002/58/EZ o obradi osobnih podataka i zaštiti privatnosti u području elektroničkih komunikacija** (Direktiva o privatnosti i elektroničkim komunikacijama, skraćeno dalje: Direktiva o e-privatnosti) /30/ koja sadrži posebne odredbe u vezi s obradom osobnih podataka i zaštitom privatnosti u elektroničkim komunikacijama /31/. Ta je Direktiva zadnji puta mijenjana *Direktivom 2009/136/EZ o pravima građana u kontekstu novog regulatornog okvira u elektroničkim komunikacijama* iz 2009. godine /32/ i tada je, među ostalim, proširenо njezino područje primjene na način da se ona primjenjuje na obradu osobnih podataka u vezi s pružanjem javno dostupnih elektroničkih komunikacijskih usluga u javnim komunikacijskim mrežama, *uključujući javnim komunikacijskim mrežama koje podržavaju prikupljanje podataka i identifikacijske uređaje* (naglašenim tekstom ističe se relevantna dopuna). Sukladno pojašnjenjima (iz uvodnih izjava) oko proširenja područja primjene Direktive o e-privatnosti, ovdje poglavito treba imati na umu primjenu RFID tehnologije, na koju sam uputila u uvodu rada. Naime, proširenjem područja primjene Direktive osigurava se njezina primjena i onda kada su RFID uređaji, putem kojih se mogu prikupljati, odnosno obrađivati osobni podaci, priključeni na javno dostupnu elektroničku komunikacijsku mrežu ili kada koriste elektroničku komunikacijsku uslugu kao temeljnu infrastrukturu /33/.

Važeći domaći pravni okvir u kojem su implementirane odredbe Direktive o e-privatnosti je *Zakon o elektroničkim komunikacijama (*NN br. 73/08, 90/11, 133/12 i 80/13). Sukladno tome, područja koja se uređuju

Zakonom o elektroničkim komunikacijama (dalje: ZEK) obuhvaćaju i zaštitu podataka te zaštitu sigurnosti i cjelovitosti elektroničkih komunikacijskih mreža i usluga. S obzirom na ranije navedeno područje primjene Direktive o e-privatnosti, uvodno je bitno pojasniti pojedine osnovne pojmove. U nastavku ću uputiti na odgovarajuće definicije tih pojmova prema ZEK-u.

Pojam *elektroničkih komunikacijskih usluga* označava usluge koje se, u pravilu, pružaju uz naknadu, a sastoje se u cijelosti ili većim dijelom od prijenosa signala u elektroničkim komunikacijskim mrežama, uključujući telekomunikacijske usluge i usluge prijenosa u radiodifuzijskim mrežama. *Javna* (*elektronička komunikacijska*) *usluga* javno je dostupna na tržišnoj osnovi. Elektroničke komunikacijske usluge *ne obuhvaćaju usluge pružanja sadržaja koji se prenosi* korištenjem elektroničkih komunikacijskih mreža i usluga i *obavljanja uredničkog nadzora nad sadržajem koji se prenosi* korištenjem elektroničkih komunikacijskih mreža i usluga. Osim toga, one ne obuhvaćaju niti one *usluge informacijskog društva koje se u cijelosti ili većim dijelom ne sastoje od prijenosa signala* u elektroničkim komunikacijskim mrežama. Nadalje, pojam *elektroničke komunikacijske mreže* označava prijenosne sustave i, prema potrebi, opremu za prospajanje (komutaciju) ili usmjeravanje i druga sredstva, uključujući dijelove mreže koji nisu aktivni, što omogućuju prijenos signala žičnim, radijskim, svjetlosnim ili drugim elektromagnetskim sustavom, što uključuje satelitske mreže, nepokretne zemaljske mreže, zemaljske mreže pokretnih komunikacija, elektroenergetske kabelske sustave u mjeri u kojoj se upotrebljavaju za prijenos signala, radiodifuzijske mreže i mreže kabelske televizije, bez obzira na vrstu podataka koji se prenose. *Javna* je *komunikacijska mreža* elektronička komunikacijska mreža koja se u cijelosti ili većim dijelom upotrebljava za pružanje javno dostupnih elektroničkih komunikacijskih usluga i podržava prijenos obavijesti između priključnih točaka mreže.

Među zadatke nacionalnog regulatornog tijela - *Hrvatske agencije za poštu i elektroničke komunikacije* (dalje: HAKOM) pripada i promicanje interesa korisnika usluga *osiguravanjem visoke razine zaštite osobnih podataka i privatnosti* kao i *osiguravanjem održavanja cjelovitosti i sigurnosti javnih komunikacijskih mreža.* Slijedom navedenog ZEK također utvrđuje da u njegovoj provedbi HAKOM osobito surađuje (i) s AZOP-om te s tijelima nadležnim za usklađivanje prevencije i zaštitu od računalnih ugroza sigurnosti informacijskih sustava, a u skladu s posebnim zakonom kojim je uređena informacijska sigurnost te u skladu s preporukama Europske agencije za sigurnost mreža i podataka (engl. *European Network and Information Security Agency*, skraćeno: ENISA). Nadzor nad provedbom usklađenosti poslovanja operatora elektroničkih komunikacijskih mreža i/ili usluga s odredbama ZEK-a o sigurnosti i cjelovitosti elektroničkih komunikacijskih mreža i usluga te zaštiti osobnih podataka izričito se utvrđuje kao jedan od poslova u nadležnosti HAKOM-a koji se obavlja kao javna ovlast. HAKOM je u obavljanju svojih poslova ovlašten zahtijevati dostavu potrebne dokumentacije, odnosno ostvariti neposredan uvid u istu. Protiv odluka i drugih upravnih akata HAKOM-a nije dopuštena žalba, ali se protiv njih može pokrenuti upravni spor pred Visokim upravnim sudom RH (iznimno se protiv odluka u sporovima između krajnjih korisnika usluga i operatora može pokrenuti upravni spor pred mjesno nadležnim upravnim sudom).

Od podzakonskih akata koje Vijeće HAKOM-a donosi na temelju ZEK-a, a koji su relevantni u području sigurnosti i zaštite podataka posebno upućujem na *Pravilnik o načinu i rokovima provedbe mjera zaštite sigurnosti i cjelovitosti mreža i usluga* (NN br. 109/12, 33/13 i 126/13), *Pravilnik o načinu i uvjetima obavljanja djelatnosti elektroničkih komunikacijskih mreža i usluga* (NN br. 154/11 i 149/13), *Pravilnik o univerzalnim uslugama u elektroničkim komunikacijama* (NN br. 146/12) i *Pravilnik o načinu i uvjetima sprječavanja i suzbijanja zlouporaba i prijevara u pružanju usluga elektroničke pošte* (NN br. 42/09).

Relevantnim pravilima ZEK-a uređuju se, među ostalim, posebne obveze operatora u svrhu zaštite sigurnosti i cjelovitosti elektroničkih komunikacijskih mreža i usluga (čl. 99.), u slučaju povreda osobnih podataka u elektroničkim komunikacijama (čl. 99.a), ali i u svrhu sprečavanja neželjenih elektroničkih komunikacija (čl. 107.). Nadalje, utvrđuju se posebne obveze radi osiguravanja tajnosti elektroničkih komunikacija i pripadajućih prometnih podataka u javnim komunikacijskim mrežama i javno dostupnim komunikacijskim uslugama (čl. 100.) te posebna pravila o prikupljanju tj. obradi i zaštiti prometnih podataka koji se odnose na pretplatnike ili korisnike javno dostupnih elektroničkih komunikacijskih usluga (čl. 102.) kao i podataka o lokaciji bez prometnih podataka (čl. 104.) /34/. Potonje tri posebne obveze propisane su u svrhu osiguravanja zaštite određenih podataka koji se odnose na pretplatnike i korisnike usluga u elektroničkim komunikacijama, a to su **prometni podaci**, **podaci o lokaciji** i **komunikacija**. U nastavku ću pojasniti navedene pojmove prema definicijama koje su u domaći okvir (ZEK) pretočene u skladu s odgovarajućim definicijama iz Direktive o e-privatnosti (čl. 2. ZEK-a). Tako pojam *prometnih podataka* označava bilo koje podatke koji se obrađuju u svrhu prijenosa komunikacije elektroničkom komunikacijskom mrežom ili u svrhu obračuna i naplate troškova, dok su *podaci o lokaciji* bilo koji podaci obrađeni u elektroničkoj komunikacijskoj mreži ili putem elektroničke

komunikacijske usluge koji označavaju zemljopisni položaj terminalne opreme korisnika javno dostupne elektroničke komunikacijske usluge. *Komunikacijom* se označava svaka obavijest razmijenjena ili prenesena između konačnog broja sudionika putem javno dostupne elektroničke komunikacijske usluge (ona ne obuhvaća obavijesti koje se prenose javnosti elektroničkom komunikacijskom mrežom u sklopu djelatnosti radija i televizije, osim obavijesti koje se mogu povezati s odredivim pretplatnikom ili korisnikom usluga koji ih prima).

Direktivom o e-privatnosti te ZEK-om također su posebno uređeni *uvjeti pristupanja terminalnoj opremi korisnika i informacijama koje su u njima pohranjene, odnosno uvjeti za njihovu daljnju obradu*. Naime, iako se smatra da terminalna oprema (kao što je to, primjerice, tvrdi disk osobnog računala korisnika elektroničke komunikacijske mreže), odnosno u njoj pohranjene informacije pripadaju korisniku i čine dio njegovog privatnog života, oni mogu biti kompromitirani tako što bi treće osobe bez znanja i privole korisnika pristupile terminalnoj opremi kojom se on služi kako bi pohranili određene informacije, odnosno pristupali podacima koji su u njoj pohranjeni. Štetne posljedice nedopuštenih aktivnosti trećih osoba nad terminalnom opremom korisnika i njegovim podacima osobito su prisutne kod različitih malicioznih virusa i softvera koji omogućavaju tajni nadzor aktivnosti korisnika terminalne opreme i kontrolu nad radom te opreme, poput *spywarea*. Takvim se radnjama zadire u privatan život pretplatnika i korisnika javno dostupnih elektroničkih komunikacijskih usluga korisnika, a osobito u Direktivom o e-privatnosti i ZEK-om zajamčenu tajnost elektroničkih komunikacija i pripadajućih prometnih podataka /35/. Osim u vezi s navedenim potrebama zaštite od djelovanja zlonamjernih i štetnih programa, ta se pitanja posljednjih godina osobito na razini EU-a sagledavaju u kontekstu prakse instalacije kolačića i sličnih tehnologija u terminalnoj opremi korisnika te nastavnog prikupljanja i daljnje obrade informacija koje se odnose na korisnika i koje su sadržane u (već) pohranjenim kolačićima. U velikom broju slučajeva ovdje će biti riječ o praksi koja je nužna iz sigurnosnih razloga ili kako bi se korisniku mogle pružiti pojedine usluge informacijskog društva koje je zatražio. Međutim, zabrinjavajuće je učestala praksa gdje se kolačići koriste netransparentno, tj. u skrivenom postupku praćenja ponašanja korisnika na internetu u svrhu njegova profiliranja, odnosno radi poduzimanja ciljanih aktivnosti prema njemu (*online* bihevioralno oglašavanje) /36/. Iz svih navedenih razloga Direktiva o e-privatnosti posebno uređuje uvjete pristupanja terminalnoj opremi korisnika i njihovim podacima koji su u njoj pohranjeni te uvjete daljnje obrade takvih podataka. Ta su pravila s određenim razlikama uvedena i u naš ZEK (čl. 100. st. 4.) /37/.

U nastavku ću pojasniti pravila koja se u ZEK-u propisuju u svrhu **zaštite sigurnosti i cjelovitosti elektroničkih komunikacijskih mreža i usluga** (čl. 99.), a koja u velikoj mjeri sadrže rješenja regulatornog okvira EU-a za područje elektroničkih komunikacija. Tim se pravilima, naime, utvrđuju posebne obveze operatora javnih komunikacijskih usluga radi zaštite sigurnosti i cjelovitosti elektroničkih komunikacijskih mreža i usluga koje uključuju obvezu primjene odgovarajućih tehničkih i ustrojstvenih mjera kako bi se zaštitila sigurnost njihovih usluga kao i obvezu poduzimanja potrebnih mjera radi zaštite sigurnosti elektroničke komunikacijske mreže i usluga (zajedno s operatorima javnih komunikacijskih mreža). Navedenim se mjerama mora osigurati razina sigurnosti koja odgovara postojećoj razini opasnosti za sigurnost mreže, vodeći pritom računa o raspoloživim tehničkim i tehnološkim rješenjima i troškovima tih mjera. Mjere se osobito provode kako bi se *spriječio i umanjio utjecaj sigurnosnih incidenata na korisnike usluga i međupovezane elektroničke komunikacijske mreže* i njima se osobito mora osigurati to da *osobnim podacima mogu pristupati samo ovlaštene osobe u zakonom dopuštene svrhe kao i to da se preneseni ili pohranjeni osobni podaci zaštite od slučajnog ili nezakonitog uništenja, slučajnog gubitka ili izmjene te neovlaštene ili nezakonite pohrane, obrade, pristupa ili razotkrivanja, a mora se osigurati i primjena sigurnosne politike u odnosu na obradu osobnih podataka*. Potonja mjera provedbe sigurnosne politike potrebna je radi utvrđivanja ranjivosti u sustavu, a redovito bi se trebale provoditi i nadzorne, preventivne te korektivne aktivnosti kao i radnje radi ublažavanja štetnih posljedica, odnosno rizika /38/. Operatori javnih komunikacijskih mreža također su dužni su poduzimati sve odgovarajuće mjere kako bi zajamčili cjelovitost svojih mreža u svrhu osiguravanja neprekinutog obavljanja usluga koje se pružaju putem tih mreža. Pored navedenog, operator javno dostupnih elektroničkih komunikacijskih usluga mora obavijestiti korisnike svojih usluga u slučaju osobite opasnosti za sigurnost mreže, a ako je opasnost izvan opsega mjera koje operator poduzima, mora obavijestiti korisnike i o raspoloživim mjerama za uklanjanje opasnosti i/ili njezinih posljedica, uključujući naznaku mogućih troškova takvih mjera. U slučaju povrede sigurnosti ili gubitka cjelovitosti od značajnog utjecaja na rad njihovih mreža ili obavljanje njihovih usluga operatori javnih komunikacijskih mreža i operatori javno dostupnih elektroničkih komunikacijskih usluga moraju o tome bez odgode izvijestiti HAKOM pisanim putem. HAKOM može obavijestiti javnost ili zahtijevati od operatora da obavijeste javnost o takvoj povredi sigurnosti ili gubitku cjelovitosti ako utvrdi da je takva obavijest u javnom interesu.
Operator javno dostupnih elektroničkih komunikacijskih usluga mora odrediti odgovornu osobu za provedbu ovdje izloženih mjera. Ovlaštena tijela za nadzor mjera koje operatori poduzimaju radi provedbe navedenih obveza kao i za davanje preporuke o najboljoj praksi u vezi s razinom sigurnosti koju te mjere moraju ostvariti su HAKOM i AZOP. Način i rokovi u kojima operatori javnih komunikacijskih mreža moraju poduzimati

odgovarajuće mjere kako bi zajamčili cjelovitost svojih mreža te način izvješćivanja HAKOM-a o povredi sigurnosti ili gubitku cjelovitosti od značajnog utjecaja na rad njihovih mreža ili obavljanje njihovih usluga detaljno su uređeni *Pravilnikom o načinu i rokovima provedbe mjera zaštite sigurnosti i cjelovitosti mreža i usluga* (NN br. 109/12, 33/13 i 126/13).

Pored izloženih posebnih pravila radi zaštite sigurnosti cjelovitosti mreža i usluga, vrlo je važno skrenuti pažnju na propisani postupak povodom **povreda osobnih podataka** (engl. *personal data breach*), tj. povreda sigurnosti koje uzrokuju slučajno ili nezakonito uništenje, gubitak, izmjenu, neovlašteno razotkrivanje ili pristup osobnim podacima što se prenose, pohranjuju ili na drugi način obrađuju u vezi s obavljanjem javno dostupnih elektroničkih komunikacijskih usluga u EU-u. Osim relevantnih pravila ZEK-a (čl. 99.a), odnosno Direktive o e-privatnosti ovdje je posebno važna **Uredba Komisije br. 611/2013 o mjerama koje se primjenjuju na obavijesti o povredama osobnih podataka prema Direktivi o e-privatnosti** (dalje: Uredba Komisije br. 611/203), koja je stupila na snagu 25. kolovoza 2013. godine /39/. Naime, propisani postupak u slučaju povrede osobnih podataka prema ZEK-u uključuje, na prvome mjestu, obvezu operatora javno dostupnih elektroničkih komunikacijskih usluga da o povredi bez odgode obavijesti HAKOM i AZOP. Uredbom Komisije br. 611/2013 detaljno se uređuju pojedinosti u vezi s obavještavanjem nadzornog tijela (kao i osobe čiji su podaci pogođeni povredom), a kao načelni rok za obavještavanje nadzornog tijela utvrđuje se rok od 24 sata od otkrivanja povrede, gdje je to moguće. Pored nadzornog tijela, o povredi se u određenim slučajevima mora obavijestiti i korisnika, tj. drugu fizičku osobu čiji su podaci pogođeni povredom. ZEK utvrđuje takvu obvezu, sukladno Direktivi o e-privatnosti, *ako je vjerojatno da će nastala povreda osobnih podataka štetno utjecati na osobne podatke ili privatnost* te osobe. Prema Uredbi Komisije br. 611/2013 kod utvrđivanja toga je li vjerojatno da će povreda štetno utjecati na osobne podatke ili privatnost trebaju se osobito uzeti u obzir *priroda i sadržaj osobnih podataka o kojima je riječ, posebice kada su podaci financijske prirode, posebne kategorije osobnih podataka* iz Direktive ZOP, kao i *podaci o lokaciji, internet log (dnevničke) datoteke, povijest pretraživanja u pregledniku, podaci o e-pošti, podrobni ispisi računa (detaljni ispisi poziva)*. Osim toga, moraju se uzeti u obzir i moguće posljedice povrede, *posebice kada povreda može prouzročiti krađu identiteta ili prijevaru, fizičku povredu, psihološku patnju, sramoćenje ili štetu za ugled*. Konačno, moraju se osobito uzeti u obzir i okolnosti povrede, *osobito ako su podaci ukradeni ili gdje operator zna da su oni u posjedu treće neovlaštene strane*.
Obveza obavještavanja korisnika se prema ZEK-u ne primjenjuje ako HAKOM, na temelju obavijesti o povredi, utvrdi u mišljenju da je operator na osobne podatke na zadovoljavajući način primijenio *odgovarajuće tehnološke mjere zaštite koje moraju učiniti osobne podatke nerazumljivim bilo kojoj osobi koja im neovlašteno pristupa*. U tom pogledu vrlo su važni Uredbom Komisije br. 611/2013 propisani kriteriji koje trebaju zadovoljiti navedene tehničke mjere i u vezi s čijom se primjenom smatra da su osobni podaci učinjeni nerazumljivima. Daljnji postupak propisan ZEK-om je taj da HAKOM dostavlja mišljenje o potrebi obavješćivanja korisnika usluga ili druge fizičke osobe operatoru kao i AZOP-u koji je ovlašten i neovisno o navedenom mišljenju HAKOM-a zahtijevati od operatora koji još nije obavijestio korisnika, tj. drugu fizičku osobu o povredi osobnih podataka da to učini ako procijeni da bi nastala povreda mogla na njega ili nju štetno djelovati. Skrećem pažnju na Uredbom Komisije br. 611/2013 propisanu mogućnost da operator *u iznimnim slučajevima odgodi obavještavanje osobe ako bi to moglo ugroziti istragu povrede*, nakon što se usuglasilo nadzorno tijelo, sve dok to tijelo ne utvrdi da je takvo obavještavanje moguće.

Što se tiče inspekcijskog nadzora nad primjenom ZEK-a i podzakonskih propisa, njega obavlja HAKOM, tj. inspektori elektroničkih komunikacija kao ovlašteni radnici HAKOM-a prilikom kojeg su ovlašteni i pregledavati relevantnu dokumentaciju, opremu i poslovne prostorije te pisano zatražiti od nadzirane osobe podatke i drugu dokumentaciju potrebnu radi provedbe nadzora. Svojim rješenjem ovlašteni su, među ostalim, narediti usklađivanje obavljanja djelatnosti elektroničkih komunikacijskih mreža i usluga s odredbama ZEK-a i propisa donesenih na temelju njega. HAKOM je ovlašten izravno sankcionirati povrede ZEK-a, što nije slučaj s AZOP-om kako sam pokazala ranije u radu. Inspektori su, naime, ovlašteni izdati prekršajni nalog kojim izriču novčane kazne i zaštitne mjere propisane ZEK-om ili predložiti HAKOM-u podnošenje optužnog prijedloga radi pokretanja prekršajnog postupka. Protiv rješenja inspektora nije dopuštena žalba, ali se protiv njega može pokrenuti upravni spor pred mjesno nadležnim upravnim sudom. Iznimno, protiv rješenja inspektora u vezi s osobito teškim i teškim povredama ZEK-a može se pokrenuti upravni spor pred Visokim upravnim sudom RH.

Sukladno Direktivi o e-privatnosti u ZEK-u se utvrđuje ovlast i HAKOM-a i AZOP-a da narede prestanak povreda odredaba tog Zakona koje su pretežito (ali ne isključivo) donesene u skladu s odgovarajućim odredbama Direktive o e-privatnosti (čl. 99. – 107.). Takvu odluku ta tijela mogu donijeti po službenoj dužnosti ili na zahtjev zainteresirane strane. Osim toga, ta su nadzorna tijela ovlaštena u tu svrhu zatražiti sve podatke koje smatraju potrebnima za utvrđivanje mogućih povreda, odnosno za nadzor i primjenu tih odredaba.

Naposljetku skrećem pažnju na obvezu država članica iz Direktive o e-privatnosti da u domaćem okviru predvide sankcije za povredu odredaba propisa usvojenih na temelju Direktive, koje mogu biti i kaznenopravne prirode, a koje u svakom slučaju moraju biti učinkovite, razmjerne i s s odvraćajućim učinkom. Većina povreda odredaba ZEK-a na koje sam uputila u radu smatra se bilo teškim bilo manje teškim povredama zakona za koje se propisuju sankcije pa se tako, što se tiče novčanih kazni, za pravne osobe utvrđuje kazna u iznosu od 100.000,00 do 1.000.000,00 kuna (teška povreda ZEK-a), odnosno u iznosu od 50.000,00 do 500.000,00 kuna za manje teške povrede ZEK-a.

Što se tiče kaznenih djela koja se najčešće dovode u vezu s povredom privatnosti i sigurnosti osobnih podataka u Republici Hrvatskoj, na prvome mjestu treba istaknuti *kazneno djelo nedozvoljene uporabe osobnih podataka* (čl. 146.) /40/, koje pripada djelima protiv privatnosti u važećem **Kaznenom zakonu RH** /41/. Tim djelima (Glava XIV.) pripadaju i narušavanje nepovredivosti doma i poslovnog prostora (čl. 141.), povreda tajnosti pisama i drugih pošiljaka (čl. 142.), neovlašteno zvučno snimanje i prisluškivanje (čl. 143.), neovlašteno slikovno snimanje (čl. 144.) te neovlašteno otkrivanje profesionalne tajne (čl. 145.).
U odnosu na ranije kazneno djelo nedozvoljene uporabe osobnih podataka /42/, u važećem Kaznenom zakonu to je djelo pretežito usklađeno s odredbama ZZOP-a. Predviđa se tako da to djelo čini bilo tko *tko protivno uvjetima određenima u zakonu* prikuplja, obrađuje ili koristi osobne podatke *fizičkih osoba.* Novina je da se to kazneno djelo više ne pokreće po prijedlogu već *po službenoj dužnosti* te se kao sankcija predviđa *isključivo kazna zatvora* koja u osnovnom obliku ovog djela može biti izrečena u najduljem trajanju od godine dana zatvora (što je postroženo u odnosu na dotadašnjih najviše šest mjeseci zatvora). Nadalje, predviđaju se *novi kvalificirani oblici* toga djela, npr. obrada osobnih podataka protivno zakonu, odnosno obrada protivno zakonu čime je pribavljena znatna imovinska korist ili prouzročena znatna šteta (vrijednost imovinske koristi, tj. štete koja prelazi 60.000,00 kn /43/). Kvalificirani oblik predviđa se i u slučaju nedopuštene obrade osjetljivih osobnih podataka, tj. posebne kategorije osobnih podataka prema ZZOP-u. Teži oblik predviđa se i kod nedopuštenog izvoza osobnih podataka iz RH radi daljnje obrade, odnosno objave podataka ili njihova činjenja dostupnima drugima na koji drugi način. U vezi sa svim navedenim se kao daljnji kvalificirani oblik djela propisuju slučajevi počinjenja ovih djela od strane službene osobe u obavljanju njezinih ovlasti i u tom se slučaju predviđa kazna zatvora od najmanje 6 mjeseci do najviše pet godina zatvora.

Prijetnje za sigurnost i integritet informacijskih sustava, mreža i usluga, odnosno sve brojniji oblici kibernetičkog kriminala predstavljaju značajan rizik za sigurnost i privatnost osobnih podataka u modernom globalno umreženom komunikacijskom okruženju. Tako je posebna glava Kaznenog zakona posvećena *kaznenim djelima protiv računalnih sustava, programa i podataka* /44/ koja su usklađena s Konvencijom Vijeća Europe o kibernetičkom kriminalu /45/. Prilikom izrade pojedinih zakonodavnih rješenja uziman je u obzir i prijedlog *Direktive o napadima na informacijske sustave i o zamjeni Okvirne odluke Vijeća 2005/222/PU*P /46/. Do završetka zakonodavnog postupka u EU-u taj je prijedlog u određenoj mjeri mijenjan, a prihvaćena **Direktiva 2013/40/EU o napadima na informacijske sustave i o zamjeni Okvirne odluke Vijeća 2005/222/PUP** stupila je na snagu 4. rujna 2013. godine /47/. Kaznena djela protiv računalnih sustava, programa i podataka u Kaznenom zakonu RH obuhvaćaju *neovlašten pristup* računalnom sustavu ili računalnim podacima (čl. 266.) /48/, *ometanje rada računalnog sustava* (čl. 267. - onemogućavanje ili otežavanje rada ili korištenja računalnog sustava, računalnih podataka ili programa ili računalne komunikacije); *oštećenje računalnih podataka* (čl. 268. - neovlašteno oštećenje, izmjena, brisanje, uništenje, činjenje neuporabljivim ili nedostupnim ili prikazivanje nedostupnim tuđih računalnih podataka ili programa); *neovlašteno presretanje računalnih podataka* (čl. 269. - neovlašteno presretanje ili snimanje nejavnog prijenosa računalnih podataka, odnosno činjenje drugome dostupnim tako pribavljenih podataka); *računalno krivotvorenje (*čl. 270. - neovlaštena izrada, unos, izmjena, brisanje ili činjenje neuporabljivim ili nedostupnim računalnih podataka koji imaju vrijednost za pravne odnose, u namjeri da se oni uporabe kao vjerodostojni, odnosno uporaba takvih podataka ili njihova nabava radi uporabe) te *računalna prijevara* (čl. 271.) - unos, izmjena, brisanje, oštećenje, činjenje neuporabljivim ili nedostupnim računalnih podataka ili ometanje rada računalnog sustava s ciljem pribavljanja protupravne imovinske koristi te posljedicom prouzročene štete za drugog). Dodatno se u pogledu svih spomenutih djela predviđa sankcioniranje i pripremnih radnji za njihovo počinjenje. Tako se kaznenim djelom *zlouporabe naprava* (čl. 272.) sankcionira izrada, nabava, prodaja, posjedovanje ili činjenje dostupnim drugima uređaja ili računalnih programa ili računalnih podataka stvorenih ili prilagođenih za počinjenje tih kaznenih djela i s ciljem da se njih uporabi za počinjenje tih kaznenih djela, odnosno izrada, nabava, prodaja, posjedovanje ili činjenje dostupnim drugima računalnih lozinki, pristupnih šifri ili drugih podataka kojima se može pristupiti računalnom sustavu, s ciljem da ih se uporabi za počinjenje gore spomenutih kaznenih djela. Naposljetku treba skrenuti pažnju i na *teška kaznena djela protiv računalnih sustava, programa i podataka* (čl. 273.), tj. teže oblike kaznenih djela ometanja rada računalnog sustava, oštećenja računalnih podataka, neovlaštenog presretanja računalnih podataka i računalnog krivotvorenja u slučaju kada se navedena djela počine u odnosu na računalni sustav ili računalne podatke tijela državne vlasti, tijela jedinica lokalne ili područne samouprave, javne ustanove

ili trgovačkog društva od posebnog javnog interesa, odnosno teže oblike kaznenih djela neovlaštenog pristupa, ometanja rada računalnog sustava, oštećenja računalnih podataka i neovlaštenog presretanja računalnih podataka kada su ta djela počinjena prikrivanjem stvarnog identiteta i uzrokovanjem zablude o ovlaštenom nositelju identiteta. Konačno, kvalificirani se oblik predviđa i kod počinjenja kaznenih djela ometanja rada računalnog sustava, oštećenja računalnih podataka i neovlaštenog presretanja računalnih podataka sredstvom namijenjenim za izvršenje napada na veći broj računalnih sustava ili kojima je prouzročena znatna šteta (ako vrijednost štete prelazi 60.000,00 kn /49/).

Pored navedenih je djela korisno skrenuti pažnju i na to da se Kaznenim zakonom utvrđuju *kvalificirani oblici kaznenih djela protiv časti i ugleda* (kao što su uvreda i kleveta) kada su ona učinjena dostupnima većem broju ljudi pa tako i onda kada su počinjena putem računalnog sustava i mreže /50/. Osim toga, valja imati na umu i druga kaznena djela, primjerice, *nametljivo ponašanje* (engl. *cyberstalking)* koja se mogu počiniti putem elektroničke komunikacijske mreže (čl. 140.) /51/.

Naposljetku skrećem pažnju i na novo uvedenu *sigurnosnu mjeru zabrane pristupa internetu* u Kaznenom zakonu, a koja se može izreći u trajanju od najmanje šest mjeseci do najviše dvije godine (računajući od izvršnosti sudske odluke). Ona će se izreći počinitelju koji je počinio bilo koje kazneno djelo „putem interneta", postoji li opasnost da će „zlouporabom interneta" ponovno počiniti kazneno djelo. Osim zbog niza nejasnoća u korištenoj terminologiji, među kojima je i pojam „interneta", navedena je mjera opravdano polučila kritike u domaćoj znanstvenoj literaturi /52/ i s obzirom na predviđenu primjenu bez obzira na težinu počinjenja kaznenog djela, ali i osnovane dvojbe oko mogućnosti osiguravanja njezine provedbe. Zakonodavac je zadužio HAKOM za provedbu mjere, a predvidio je i donošenje propisa o izvršavanju ove sigurnosne mjere (ministar nadležan za poslove pomorstva, prometa i infrastrukture). Navedeni je akt donesen tijekom 2013. godine pod nazivom *Pravilnik o izvršavanju sigurnosne mjere zabrane pristupa internetu* (NN br. 34/13). Iz Pravilnika je razvidno da se za provedbu sigurnosne mjere zabrane pristupa internetu zadužuju operatori u RH koji su dužni ne samo obustaviti pružanje usluge počinitelju nego i raskinuti pretplatnički odnos s njim, a potom (svi operatori) paziti na to da tijekom trajanja mjere počinitelj ne sklopi novi pretplatnički ugovor. Naime, operatori su dužni odmah nakon obavijesti HAKOM-a o izrečenoj sigurnosnoj mjeri, po naredbi HAKOM-a i prema obvezi iz samog Pravilnika, *obustaviti pružanje usluge pristupa internetu* (obveza operatora koji je s počiniteljem sklopio ugovor za samostalnu uslugu pristupa internetu ili bilo koju drugu elektroničku komunikacijsku uslugu koja uključuje uslugu pristupa internetu ili putem koje je moguć pristup internetu, neovisno o načinu pristupa). Osim toga, Pravilnikom se propisuje obveza (relevantnog) operatora da u roku od tri dana od zaprimanja obavijesti HAKOM-a raskine pretplatnički ugovor s počiniteljem. Nadalje, utvrđuje se izričita ovlast HAKOM-a da zabrani svim operatorima sklapanje novoga pretplatničkog ugovora za tu uslugu, za vrijeme trajanja izrečene sigurnosne mjere.

Od drugih značajnijih propisa za sigurnost i privatnost osobnih podataka u digitalnom okruženju osnovno skrećem pažnju na odabrane važnije propise u području zaštite tajnosti podataka i sigurnosti informacijskih sustava. Što se domaćeg pravnog okvira tiče, ovdje izdvajam **Zakon o sigurnosno-obavještajnom sustavu Republike Hrvatske (**NN br. 79/06 i 105/06), **Zakon o sigurnosnim provjerama** (NN br. 85/08 i 86/12), **Zakon o tajnosti podataka** (NN br. 79/07 i 86/12) i **Zakon o informacijskoj sigurnosti** (NN br. 79/07). U nastavku ću obratiti više pažnje na potonja dva zakona. Njima se među ostalim uređuju obveze državnih tijela, tijela jedinica lokalne i područne samouprave, pravnih osoba s javnim ovlastima, ali i svih pravnih i fizičkih osoba koje ostvaruju pristup ili postupaju s klasificiranim i neklasificiranim podacima, u pogledu postupanja s tim podacima i njihove zaštite. Način i provedba zaštite ovih podataka propisani su Zakonom o informacijskoj sigurnosti u kojem se utvrđuje pojam, mjere, standardi i područja informacijske sigurnosti te nadležna tijela za donošenje, provedbu i nadzor mjera i standarda. Mjere informacijske sigurnosti propisuju se Uredbom Vlade RH *(Uredba o mjerama informacijske sigurnosti,* NN br. 46/08), dok se standardi za provedbu mjera propisuju pravilnicima koje donose čelnici središnjih državnih tijela za informacijsku sigurnost. Središnja su državna tijela za informacijsku sigurnost *Ured Vijeća za nacionalnu sigurnost* (UVNS) i *Zavod za sigurnost informacijskih sustava* (ZSIS). U sustavu informacijske sigurnosti RH vrlo bitnu ulogu igra *CARNet CERT* (engl. *Computer Emergency Response Team*, skraćeno dalje: CERT) - nacionalno tijelo za prevenciju i zaštitu od računalnih ugroza sigurnosti javnih informacijskih sustava u RH. Što se tiče značajnijih aktualnosti u ovom području na razini prava EU-a potrebno je uputiti na –**Strategiju kibernetičke sigurnosti Europske unije: Otvoren, siguran i zaštićen kibernetički prostor** koja je donesena poglavito u svrhu osiguravanja sigurnosne otpornosti na kibernetičke napade, razvoja resursa za kibernetičku sigurnost i razvoja obrambene politike EU-a /53/. Također skrećem pažnju na **prijedlog Direktive o mjerama za osiguravanje visoke zajedničke razine sigurnosti mrežnih i informacijskih sustava u Uniji** koji je trenutno u zakonodavnom postupku /54/. Ta se Direktiva, naime, predlaže s ciljem osiguravanja ujednačeno visoke razine zaštite mrežne i informacijske

sigurnosti unutar EU-a. Njome se uređuju obveze država članica na uspostavu minimalne razine mrežne i informacijske sigurnosti, usvajanje nacionalnih strategija i utvrđivanje nadležnih tijela i CERT-ova. Predviđa se i suradnja između nadležnih tijela unutar EU-a, uključujući s Europskom agencijom za sigurnost mreža i podataka radi suzbijanja prijetnji i incidenata za mrežnu i informacijsku sigurnost. Od posebne je važnosti osiguravanje jačanja kibernetičke otpornosti u *kritičnoj infrastrukturi* (npr. bankarski sektor, infrastruktura financijskih tržišta, energetski, prometni i zdravstveni sektori). To zahtijeva i provedbu odgovarajućih postupaka procjene rizika i odgovarajućih mjera radi osiguravanja mrežne i informacijske sigurnosti kao i uređenje postupaka izvješćivanja o sigurnosnim incidentima. Od povezanih važnijih aktualnosti u RH skrećem pažnju na (pripremne radnje za) izradu **Nacrta prijedloga nacionalne strategije kibernetičke sigurnosti** /55/.

U uvodu rada ukratko sam uputila na pitanje sustava obveznog preventivnog zadržavanja podataka koji se odnose na korištenje elektroničkih komunikacijskih usluga svih pretplatnika i korisnika usluga kojim se intenzivno zadire u njihova temeljna prava i slobode i koji zahtijeva uspostavu odgovarajućih zaštitnih mjera radi sprečavanja zlouporaba. Takav je sustav na razini prava EU-a uspostavljen **Direktivom 2006/24/EZ o zadržavanju podataka dobivenih ili obrađenih u vezi s pružanjem javno dostupnih elektroničkih komunikacijskih usluga ili javnih komunikacijskih mreža** (dalje: Direktiva o zadržavanju podataka) /56/. Tom se Direktivom, naime, utvrđuje obveza zadržavanja podataka koji se obrađuju u tijeku pružanja javno dostupnih elektroničkih komunikacijskih usluga i javnih komunikacijskih mreža za rok od najmanje 6 mjeseci do 2 godine. Propisana je svrha zadržavanja istraga, otkrivanje i progon teških kaznenih djela, kako to svaka država članica utvrđuje u svojem unutarnjem pravu. U domaćem okviru zadržavanje podataka prema toj Direktivi uređeno je odredbama ZEK-a (čl. 109. – 110.) i **Uredbe Vlade RH o obvezama iz područja nacionalne sigurnosti Republike Hrvatske za pravne i fizičke osobe u telekomunikacijama** (NN br. 64/08 i 76/13) /57/, i to za rok od 12 mjeseci od komunikacije. Utvrđena svrha zadržavanja je omogućivanje provedbe istrage, otkrivanja i kaznenog progona kaznenih djela u skladu s posebnim zakonom iz područja kaznenog postupka te u svrhu zaštite obrane i nacionalne sigurnosti u skladu s posebnim zakonima iz područja obrane i nacionalne sigurnosti. Pored navedenog, zadržavanje podataka u unutarnjem pravu uređeno je i neovisno o Direktivi o zadržavanju podataka, i to za rok od godine dana, na temelju ranije spomenutog Zakona o sigurnosno-obavještajnom sustavu RH i Uredbe Vlade o obvezama iz područja nacionalne sigurnosti RH za pravne i fizičke osobe u telekomunikacijama.

Obvezno zadržavanje podataka, budući da podrazumijeva praćenje i pohranu za dulji rok podataka koje se odnosi na korištenje elektroničkih komunikacijskih usluga *svih pretplatnika i korisnika usluga (*bez obzira na sumnju u počinjenje relevantnih kaznenih djela), već samo po sebi predstavlja vrlo intenzivno zadiranje u njihova temeljna prava i slobode te otvara brojna pitanja o mogućim zlouporabama. Stoga ne iznenađuje da je provedba Direktive o zadržavanju podataka nailazila na niz prepreka u pojedinim državama članicama EU-a /58/. Osim toga, posebno su važni postupci pokretani pred Sudom pravde EU-a, u kojima se tražila ocjena sukladnosti Direktive o zadržavanju podataka s temeljnim pravima i slobodama pojedinaca, posebice pravom na privatnost i na zaštitu osobnih podataka kao i sa slobodom izražavanja. U idućem dijelu rada, u okviru analize sudske prakse tog Suda analizirat ću nedavno donesenu važnu presudu kojom se utvrđuje nevaljanost Direktive.

3. Odabrana sudska praksa Suda pravde EU-a

Sud pravde EU-a u dosadašnjoj se praksi bavio različitim pitanjima zaštite osobnih podataka u digitalnom okruženju tumačeći relevantne odredbe Direktive ZOP, Direktive o e-privatnosti, ali i Direktive o zadržavanju podataka. U nastavku ću stoga izložiti odabrane predmete i odluke Suda, kako bih približila i pojasnila njegovo tumačenje *acquisa* u ovome području.

Kazneni postupak protiv Bodil Lindqvist

Predmet Lindqvist /59/ bavio se pitanjem neovlaštene objave podataka na internetu. Naime, osoba je objavila podatke o suradnicima (imena, telefonski brojevi, podaci o hobijima i radnim uvjetima/okolnostima, ali i osjetljiviji podaci kao što su podaci o zdravlju), na svojoj internetskoj stranici vezano za angažman u lokalnom društvenom centru u vezi s aktivnostima crkve. Stranica je bila na švedskom jeziku, a poveznica na nju bila je postavljena na stranicama jedne švedske crkve. Sud pravde EU-a utvrdio je da se navedena objava smatra obradom osobnih podataka u smislu Direktive ZOP. Nadalje, budući da je njihovom objavom na internetu *omogućena dostupnost ovih podataka neodređenom broju osoba, ona ne predstavlja obradu koja je namijenjena isključivo za osobnu primjenu ili za potrebe kućanstva.* Drugim riječima, objava podataka u takvom slučaju nije obrada koja bi bila isključena od materijalnog područja primjene Direktive ZOP. Sud je također utvrdio da nema prijenosa osobnih podataka u treću zemlju u smislu Direktive ZOP kada osoba u državi članici objavi osobne podatke na stranici koja se pohranjuje kod davatelja usluge pohrane informacija osnovanog u toj državi ili drugoj državi članici, zbog čega su ti podaci dostupni svakome tko se može spojiti na internet. Sud nije u tom predmetu dalje utvrđivao je li netko iz treće zemlje pristupao toj stranici. Smatrao je važnim da ovdje nije bilo izravnog

prijenosa osobnih podataka između pošiljatelja i primatelja (kao što bi to npr. bilo kod slanja e-pošte) jer se podaci prenose preko računalne infrastrukture davatelja usluge pohrane informacija gdje se relevantna stranica pohranjuje. Osim toga, u okolnostima i vremenu predmeta primatelj informacija bi radi pronalaska relevantnih osobnih podataka morao ne samo imati pristup internetu nego i poduzeti određene radnje da bi podatke pronašao kao što je otvaranje odgovarajuće poveznice na stranicama lokalne crkve, dok bi danas vjerojatno bilo dovoljno samo unijeti ključne riječi u kojem boljem pretraživaču. Utvrdio je, nadalje, da se odredba Direktive u kojem se utvrđuju uvjeti prijenosa osobnih podataka u treću zemlju ne bi trebala tumačiti tako da svaki put kada se osobni podaci objave na nekoj internetskoj stranici to istovremeno podrazumijeva prijenos tih podataka u sve (pa i treće) zemlje gdje postoji mogućnost pristupa internetu. Smatra da se ne može samo tako pretpostaviti da su se specifična pitanja prijenosa podataka preko interneta, *pogotovo u okolnostima današnjeg interneta*, razmatrala u vrijeme donošenja Direktive ZOP. U suprotnom bi se poseban režim Direktive ZOP o prijenosu podataka u treće zemlje uvijek primjenjivao na aktivnosti na internetu. To bi značilo da i onda, kada bi Europska komisija utvrdila da i samo jedna treća zemlja nema odgovarajuću razinu zaštite podataka, država članica ne bi smjela objaviti osobne podatke na internetu uopće, tj. ne bi to smjela učiniti bez prethodnog ispunjavanja uvjeta propisanih Direktivom ZOP.

C-70/10 (Scarlet Extended SA protiv SABAM) i C-360/10 (SABAM protiv Netlog NV) /60/

U predmetu C-70/10 /61/ Sud pravde EU-a odlučivao je o mjeri filtriranja prometa koju je nadležni sud izrekao u domaćem građanskom postupku protiv davatelja usluge pristupa internetu – posrednika, a u svrhu sprečavanja neovlaštene razmjene datoteka sa zaštićenim djelima od strane korisnika ove usluge. Iako je bila riječ o internetskom posredniku, mjera je naložena protiv njega jer je njegova usluga korištena u povredi prava nositelja. Davatelj usluge trebao je o vlastitom trošku i za neograničeno vremensko razdoblje filtrirati sve elektroničke komunikacije koje se prenose putem njegove usluge, a posebice *peer-to-peer* komunikaciju te potom blokirati prijenos utvrđenih datoteka sa zaštićenim djelima. Nakon proučavanja specifičnih obilježja naložene mjere i njezinih učinaka na davatelja usluge (neograničeni rok primjene, skupa i komplicirana provedba isključivo o njegovom trošku) i njegove korisnike te niza relevantnih propisa EU-a (uključujući, među ostalim, propise o zaštiti prava intelektualnog vlasništva i o elektroničkoj trgovini u vezi s davateljima usluge pristupa internetu kao posrednicima i zabrani općeg nadzora nad informacijama koje se prenose te propise o zaštiti podataka), Sud je utvrdio da je određivanje mjere s navedenim obilježjima protivno pravu EU-a. Ovdje nije, naime, postignuta pravedna ravnoteža između prava nositelja autorskog prava na zaštitu intelektualnog vlasništva s jedne strane te prava i sloboda davatelja usluge (poglavito sloboda poduzetništva) i korisnika njegovih usluga (zaštita osobnih podataka, sloboda izražavanja) s druge strane. Naglasak u presudi Sud je dao pitanju osiguravanja pravedne ravnoteže različitih suprotstavljenih prava i sloboda, poglavito slobode poduzetništva s obzirom na zaštitu prava intelektualnog vlasništva, zbog gore opisanih specifičnih obilježja te mjere. Značajno je i utvrđenje Suda o IP adresama na temelju kojih davatelji usluga pristupa internetu mogu identificirati korisnike svojih usluga (osobni podaci), a čije je prikupljanje i daljnja obrada također dio navedene mjere.

Pozivajući se pretežito na presudu u gore izloženom predmetu, Sud pravde EU-a odlučivao je o gotovo istovjetnoj mjeri u kasnijem predmetu C-360/10 /62/. Takvu je mjeru u domaćem postupku sud naložio protiv *online* društvene platforme kao davatelja usluge pohrane informacija (*hosting*) - posrednika, također u svrhu sprečavanja neovlaštene razmjene datoteka sa zaštićenim djelima, odnosno budućih povreda autorskog i srodnih prava u tom obliku.

C-314/12 UPC Telekabel Wien GmbH protiv Constantin Film Verleih GmbH, Wega Filmproduktionsgesellschaft mbH

U ranije navedenim presudama Sud pravde EU-a utvrdio je kakvi sudski nalozi, tj. mjere nisu dopuštene. No brojne su mogućnosti izricanja mjera s manje drastičnim obilježjima od navedenih, osobito što se tiče stupnja zadiranja u slobodu poduzetništva internetskih posrednika, a koje bi mogle biti dopuštene. Stoga je potrebno skrenuti pažnju na nedavnu presudu tog Suda u vezi s nalogom koji je domaći sud izrekao protiv davatelja usluge pristupa internetu radi blokiranja pristupa internetskoj stranici na kojoj se neovlašteno prikazuju zaštićena autorska djela. U toj presudi, naime, Sud izlaže značajke sudskog naloga, odnosno mjere koja bi bila dopuštena kao i jamstva zaštite temeljnih prava i sloboda koja se s time u vezi moraju osigurati u domaćem pravnom okviru uključujući osobito jamstva zaštite slobode informiranja (pravo primanja informacija) korisnika interneta /63/.

C-275/06 (Promusicae protiv Telefónica), C-557/07 (LSG protiv Tele2) i C-461/10 (Bonnier Audio AB i dr. protiv Perfect Communication Sweden AB) /64/

U predmetu C-275/06 /65/ Sud se bavio odnosom između različitih temeljnih prava zajamčenih pravom EU-a s obzirom na zahtjev udruge za kolektivno ostvarivanje autorskog prava da joj u svrhu pokretanja građanskog

postupka zbog neovlaštene *peer-to-peer* razmjene zaštićenih djela davatelj usluge pristupa internetu (posrednik) dostavi podatke njegovih korisnika (ime, prezime, adresa). Korisnike je davatelj usluge trebao identificirati na osnovu podataka o IP adresama za koje je udruga sumnjala da su povezani s navedenom povredom. U analizi niza uključenih propisa Sud pravde EU-a utvrdio je da isti ne nalažu državama članicama da u domaćem okviru utvrde obvezu dostave osobnih podataka u postupku pred sudom u svrhu osiguranja učinkovite zaštite autorskog prava za potrebe građanskog postupka, *ali im istovremeno to ne brane*. Nadalje je utvrdio da su kod provedbe relevantnih direktiva u domaći okvir države članice *dužne oslanjati se na njihovo tumačenje na način koji dopušta pravednu ravnotežu između različitih temeljnih prava zaštićenih pravom EU-a*. Osim toga, sudovi i tijela vlasti dužni su kod provedbe mjera kojima se te direktive transponiraju *tumačiti svoje unutarnje pravo na dosljedan način u odnosu na te direktive, ali i osigurati da se ne oslanjaju na njihovo tumačenje koje dovodi do sukoba s relevantnim temeljnim pravima ili drugim općim načelima prava EU-a, kao što je načelo razmjernosti*.

U kasnijoj odluci povodom predmeta sa sličnim obilježjima (C-557/07) /66/ Sud pravde EU-a potvrdio je ovdje navedena ključna stajališta. U daljnjem predmetu C-461/10 /67/ Sud se ponovo bavio pitanjem zahtjeva nositelja autorskog prava da mu davatelj usluge pristupa internetu – posrednik dostavi identifikacijske podatke njihovih korisnika, prema IP adresama za koje su nositelji prava sumnjali da su povezane s neovlaštenom razmjenom zaštićenih djela. No ovdje je Sud analizirao uvjete propisane u švedskom Zakonu o autorskom pravu za izricanje mjere dostave osobnih podataka protiv posrednika u građanskom postupku. Utvrdio je da se tim odredbama osigurava pravedna ravnoteža uključenih temeljnih prava, poglavito s obzirom na propisanu obvezu sudova da ocijene suprotstavljene interese na osnovi činjenica svakog slučaja i uzimajući u obzir zahtjeve načela razmjernosti.

C-119/12 (Josef Probst protiv mr.nexnet GmbH)

U drugom dijelu ovog rada pojasnila sam da pravila Direktive o e-privatnosti koja uređuju pitanja zaštite osobnih podataka i prava na privatnost u elektroničkim komunikacijama obuhvaćaju i posebne odredbe u vezi s prikupljanjem i daljnjom obradom prometnih podataka koji se odnose na pretplatnike i korisnike usluge. Ti se podaci, naime, smiju prikupljati i dalje obrađivati u određene ograničene svrhe kao što je to i naplata troškova pružene usluge. Osim toga, propisuju se i pravila ograničenja roka zadržavanja podataka, opsega njihove obrade i podataka koji se obrađuju s obzirom na svrhu obrade (čl. 6. Direktive o e-privatnosti i čl. 102. ZEK-a). Ta pravila odražavaju primjenu općih načela o zaštiti osobnih podataka u specifičnom okruženju elektroničkih komunikacija. U tom je pogledu Sud pravde EU-a nedavno donio presudu u predmetu C-119/12 /68/. Sporna situacija u domaćem postupku odnosila se na dostavu prometnih podataka pretplatnika od strane operatora trećoj strani, i to u svrhu naplate njegovih potraživanja. Sud pravde EU-a utvrdio je da dopuštena obrada prometnih podataka prema Direktivi o e-privatnosti radi obračuna troškova također uključuje naplatu potraživanja (duga) za pruženu elektroničkukomunikacijsku uslugu. Nadalje, pojam ovlaštenih osoba operatora, tj. osoba koje djeluju pod ovlasti operatora (engl. *acting under the authority of)*, a koje imaju pravo pristupiti prometnih podacima i obrađivati ih u svrhu obračuna troškova, tj. naplate potraživanja, može uključivati i treće strane. To tumačenje, međutim, *mora biti striktno* jer je obrada navedenih prometnih podataka iznimka od pravila o čuvanju tajnosti elektroničkih komunikacija i pripadajućih prometnih podataka. Oslanjajući se i na odredbe Direktive ZOP o povjeravanju poslova obrade osobnih podataka izvršiteljima obrade Sud je utvrdio da treća strana smije djelovati *samo pod ovlasti operatora, po njegovu nalogu i u skladu s njegovim uputama* i da se takva obrada prometnih podataka mora ograničiti *isključivo na ono što je nužno kako bi se omogućila svrha obrade* (naplata potraživanja). Sklopljeni ugovor između operatora i treće strane mora sadržavati i pravila kojima se *jamči zakonita obrada prometnih podataka od strane treće osobe* i kojima se *operatoru omogućuje pravo kontrole nad njezinim pridržavanjem tih pravila u svako doba*.

Spojeni predmeti C-293/12 i C-594/12 Digital Rights Ireland i Seitlinger i dr.

U prošlom dijelu ovog rada osnovno sam pojasnila problematiku sustava obveznog preventivnog zadržavanja podataka koji se odnose na korištenje elektroničkih komunikacijskih usluga svih pretplatnika i korisnika usluga, a koji je na razini prava EU-a uspostavljen Direktivom o zadržavanju podataka. Uputila sam i na postupke u kojima se od Suda pravde EU-a traži ocjena sukladnosti Direktive s temeljnim pravima i slobodama građana. Taj je sud 8. travnja 2014. godine donio vrlo važnu presudu /69/ kojom je utvrdio da se kod donošenja Direktive nije poštovalo načelo razmjernosti (proporcionalnosti) i stoga ju je proglasio nevaljanom. Sud je presudu obrazložio, kako slijedi. Direktiva zahtijeva zadržavanje vrlo širokog opsega podataka vezi s načinom korištenja elektroničkih komunikacija koje se naširoko koriste i imaju sve veću važnost u svakodnevnom životu građana. Njihovim zadržavanjem duboko se zadire u temeljna prava gotovo čitave europske populacije jer se obvezno zadržavaju podaci i onih osoba za koje nema ikakvog dokaza koji bi upućivao na ikakvu njihovu povezanost s teškim kaznenim djelom u svrhu čijeg je suzbijanja zadržavanje propisano. Direktivom se ne utvrđuju ikakva razlikovanja, ograničenja ili iznimke u odnosu na njezin cilj - borbu protiv teških kaznenih djela. Ona, nadalje, ne određuje objektivne kriterije u svrhu propisivanja ograničenja prava pristupa podacima od strane nadležnih

nacionalnih tijela i njihova daljnjeg korištenja radi sprečavanja, otkrivanja ili progona kaznenih djela koja se mogu smatrati, s obzirom na širinu i težinu zadiranja u temeljna prava, dovoljno teškima kako bi se opravdalo takvo zadiranje. Naprotiv, njome se samo općenito upućuje na teška kaznena djela kako ih svaka država članica definira u svojem domaćem pravu. Osim toga, Direktiva ne sadrži ni materijalne ni procesne uvjete u vezi s pristupom podacima i njihovim daljnjim korištenjem od strane nadležnih tijela. Pristup nadležnih tijela podacima ne uvjetuje se prethodnim pregledom od strane suda ili neovisnog upravnog tijela. Što se tiče roka zadržavanja, ne radi se razlika između kategorija podataka koji se moraju zadržati, a kod definiranog roka od najmanje 6 mjeseci do 2 godine za utvrđivanje razdoblja zadržavanja u domaćem pravu ne utvrđuje se ni pravilo da se definiranje tog razdoblja mora temeljiti na objektivnim kriterijima, kako bi se osiguralo ograničenje roka na ono što je strogo nužno. Konačno, Direktiva ne zahtijeva da se podaci zadržavaju na području EU-a, čime nije ispunjena obveza osiguravanja neovisnog nadzora (za zaštitu osobnih podataka) u pogledu zahtjeva zaštite i sigurnosti zadržavanih (osobnih) podataka. Budući da Sud nije posebno utvrdio rok kojim se takva njegova presuda ograničava, Direktiva se smatra nevaljanom od njezinog donošenja.

Predmet C-131/12 Google Spain, S.L., Google Inc. protiv Agencia Española de Protección de Datos, Mario Costeja González

U jednom su časopisu objavljene najave javnih dražbi radi prodaje nekretnina u vezi s potraživanjima za socijalno osiguranje koje su kasnije postale dostupne i na internetu. Više od petnaest godina nakon objave, osoba koja je bila navedena kao vlasnik nekretnine zatražila je od nakladnika da se najava izbriše jer je postupak davno okončan i u današnje doba više nema nikakvu važnost. To je osoba zatražila nakon što je utvrdila da se pretragom njezina imena i prezimena u Google pretraživaču dostavlja rezultat s poveznicom na navedenu objavu dražbe. Nakladnik je odbio brisanje jer je objavu naredilo španjolsko Ministarstvo rada i socijalne skrbi. Potom je osoba o kojoj je riječ kontaktirala društvo kćer Googlea u Španjolskoj (Google Spain) i zatražila da rezultati pretraživanja ne prikazuju poveznicu na časopis kada se u pretraživač unesu njezino ime i prezime. Nakon toga podnijela je zahtjev španjolskoj Agenciji za zaštitu osobnih podataka i protiv nakladnika i protiv Googlea. Agencija je odbila zahtjev protiv nakladnika jer je objava bila u skladu sa zakonom. Međutim, Agencija je naredila Googleu da povuče navedene podatke iz svojeg indeksa i onemogući da im se ubuduće pristupi. Na to se rješenje Google žalio u sudskom postupku, povodom čega je pokrenut postupak pred Sudom pravde EU-a koji je donio presudu 13. svibnja 2014. godine /70/.

Ovdje je riječ o vrlo zanimljivom predmetu u kojem se tražilo tumačenje Suda može li se smatrati da davatelj usluge internet pretraživanja u okviru pružanja te usluge obrađuje osobne podatke, kada je riječ o osobnim podacima izvorno objavljenim na internetskim stranicama trećih te smatra li se davatelj usluge internet pretraživanja voditeljem zbirke tih osobnih podataka. Sud je utvrdio da pružanje te usluge obuhvaća pretraživanje osobnih podataka objavljenih na internetu, njihovo indeksiranje, privremenu pohranu i prikaz, tj. činjenje tih podataka dostupnima trećima prema određenom redoslijedu na stranici s rezultatima pretraživanja. To predstavlja *obradu tih podataka u smislu ZOP Direktive*. Nadalje, Sud je utvrdio da u tom smislu Google odlučuje o svrhama i načinima obrade osobnih podataka i da je on *stoga voditelj zbirke tih podataka*. Pored navedenog, u predmetu se tražilo i tumačenje teritorijalnog područja primjene Direktive ZOP u digitalnom okruženju, tj. s obzirom na aktivnosti obrade osobnih podataka u kontekstu pružanja usluge internet pretraživanja od strane američke kompanije (Google Inc.) čiji se poslovni model zasniva na ponudi i prodaji oglasnog prostora i koja ima podružnice u državama članicama EU-a. Sud je presudio da je u konkretnom predmetu mjerodavno španjolsko pravo, budući da Google Inc. ima tvrtku kćer u Španjolskoj u svrhu promoviranja i prodaje oglasnog prostora čije su aktivnosti usmjerene prema građanima te države.

U predmetu se postavlja i pitanje je li ispitanik ovlašten ishoditi brisanje navedenih osobnih podataka iz indeksa, tj. rezultata pretraživanja internet pretraživača. Sud pravde EU-a presudio je da ispitanik na to ima pravo i prema važećem *acquisu* te da je davatelj usluge internet pretraživanja pod određenim uvjetima dužan izbrisati poveznice prema internetskim stranicama trećih (koje sadrže osobne podatke o kojima je riječ). Ako ispitanik postavi zahtjev za brisanje njegovih podataka (u skladu s Direktivom ZOP), a utvrdi se da *u to vrijeme* uključivanje poveznica prema internetskim stranicama s točnim informacijama o njemu koje su treće osobe zakonito objavile *nije u skladu s Direktivom*, jer se s obzirom na sve okolnosti slučaja o kojem je riječ pokazuje da su te informacije *neprikladne* ili da one *nisu relevantne ili nisu više relevantne*, odnosno da su *suvišne u odnosu na svrhu obrade* koju provodi davatelj usluge internet pretraživanja, tada se te informacije i poveznice moraju obrisati iz popisa rezultata pretraživanja. Sud je također skrenuo pažnju na značajnu ulogu usluga internet pretraživanja u modernom društvu i učinak koji njihovo korištenje, tj. pretraživanje internetskih stranica prema imenu ispitanika može imati na temeljna prava ispitanika na privatnost i zaštitu njegovih osobnih podataka. Sukladno tome utvrdio je da pravo na poštovanje privatnog života i na zaštitu osobnih podataka ispitanika u pravilu prevaguje nad ekonomskim interesom davatelja usluge internet pretraživanja. S druge strane,

kod sagledavanja odnosa između navedenih prava ispitanika i *legitimnog interesa korisnika interneta koje moguće interesira pristup tim podacima* (na temelju pretrage po imenu) Sud je utvrdio da je između njih potrebno pronaći pravednu ravnotežu. Ta ravnoteža može se razlikovati od slučaja do slučaja s obzirom na *prirodu informacija* o kojima je riječ i njihovu *osjetljivost za privatan život ispitanika*, te *javnom interesu za tu informaciju koji može varirati, osobito s obzirom na ulogu ispitanika u javnom životu.*

Navedena presuda osobito je aktualna u kontekstu prijedloga budućeg novog općeg okvira zaštite osobnih podataka EU-a. U njemu se, naime, podrobno uređuje i dodatno osnažuje pravo na brisanje osobnih podataka, i to osobito radi bolje prilagodbe navedenog prava uvjetima obrade podataka u digitalnom okruženju, zbog čega se popularno i naziva *pravom biti zaboravljen* (engl. *right to be forgotten*). Predložena rješenja novog okvira EU-a analizirat ću u idućem dijelu ovog rada.

4. Prijedlog Uredbe EU-a o općoj zaštiti osobnih podataka

Tijekom godina se pokazalo da je neujednačena provedba Direktive ZOP u državama članicama dovela do niza značajnih razlika između domaćih rješenja zaštite osobnih podataka unutar EU-a. Osim toga, pokazalo se da pojedina rješenja Direktive ne osiguravaju potrebnu razinu zaštite osobnih podataka u modernim uvjetima njihove obrade ili da su ona neprovediva, nepraktična, odnosno pretjerano otegotna s obzirom na cilj koji se htio osigurati njihovim uvođenjem /71/.

Po stupanju na snagu Lisabonskog ugovora 2009. godine [/72/] i ukidanju stupova EU-a stvoreni su uvjeti za temeljite izmjene u pristupu uređenju zaštite osobnih podataka na razini prava EU-a. Danas se tako svima jamči pravo na zaštitu osobnih podataka prema čl. 16. **Ugovora o funkcioniranju Europske unije** (dalje: UFEU), a riječ je i o zasebno zajamčenom temeljnom pravu prema čl. 8. **Povelje temeljnih prava Europske unije** /73/. UFEU sadrži novu pravnu osnovu za uređenje zaštite osobnih podataka u EU-u /74/, u skladu s čime je Europska komisija u siječnju 2012. godine podnijela prijedlog Uredbe o općoj zaštiti osobnih podataka (dalje: Uredba ZOP) koji je danas u zakonodavnom postupku /75/. Osim Uredbe ZOP, u zakonodavnom postupku EU-a danas je i prijedlog nove direktive o zaštiti osobnih podataka u području kaznenopravne i policijske suradnje (**prijedlog Direktive o zaštiti pojedinaca pri obradi osobnih podataka od strane nadležnih tijela u svrhe sprečavanja, istrage, otkrivanja ili progona kaznenih djela ili izvršavanja kaznenopravnih sankcija te slobodnom kretanju takvih podataka**) /76/.

U nastavnoj ću se analizi usredotočiti isključivo na odabrana rješenja predložene Uredbe ZOP kojima se žele postići značajna poboljšanja pravnog okvira u svjetlu brzog tehnološkog razvoja i drugih novijih izazova modernih uvjeta obrade osobnih podataka na koje sam uputila ranije u radu. U tu ću svrhu ispitati odabrane ključne novosti prema nedavno usvojenom kompromisnom tekstu Uredbe od strane Europskog parlamenta (12. 3. 2014.) koji sadrži brojne usvojene amandmane na izvorni prijedlog Europske komisije /77/. Prije toga valja skrenuti pažnju i na aktualnosti u području zaštite osobnih podataka na *međunarodnopravnoj razini*. Danas je, naime, u tijeku razmatranje izmjene, tj. *modernizacije Konvencije 108* koja do danas predstavlja jedini međunarodnopravno obvezujući instrument koji u sebi objedinjava temeljna načela zaštite osobnih podataka. Modernizacija Konvencije 108 također je potaknuta potrebom prilagodbe pravnog okvira novijim izazovima digitalnog globaliziranog okruženja za obradu osobnih podataka i relevantna prava ispitanika /78/.

Predloženom Uredbom ZOP stavila bi se izvan snage Direktiva ZOP. Kako su, za razliku od direktiva, uredbe izravno primjenjivi i obvezujući pravni akti EU-a, u slučaju prihvaćanja u ovome obliku, Uredba ZOP će se izravno primjenjivati i u Republici Hrvatskoj.

Uvodno skrećem pažnju na predloženo **široko teritorijalno područje** primjene Uredbe ZOP. Naime, njezina primjena predlaže se u pogledu obrade osobnih podataka u okviru aktivnosti poslovnog nastana voditelja zbirke ili izvršitelja obrade u Uniji, *bilo da se obrada vrši u EU-u ili ne*, ali i onda kada osobne podatke ispitanika u Uniji obrađuju voditelji zbirki ili izvršitelji obrade bez poslovnog nastana u EU-u, ako se aktivnosti obrade odnose na ponudu roba ili usluga ovim ispitanicima ili na njihovo praćenje (to može uključivati i radnje profiliranja ispitanika, npr. radi analize ili predviđanja njihovih sklonosti, ponašanja i stavova).

Također valja uputiti na pojedine definicije u kojima se jasno odražava potreba primjene novih pravila u modernim uvjetima obrade osobnih podataka. Njima pripadaju, primjerice, izrijekom utvrđeni identifikatori putem kojih je moguće izravno ili neizravno identificirati fizičku osobu, a koji uključuju **podatke o lokaciji** i **jedinstvene identifikatore**. Prema pojašnjenjima (iz uvodnih izjava) Uredba bi se primjenjivala i na obradu koja uključuje identifikatore koje pružaju uređaji, aplikacije, alati i protokoli, kao što su IP adrese, identifikatori kolačića i RFID etikete (osim ako se ti identifikatori ne odnose na identificiranu fizičku osobu ili fizičku osobu koju se može identificirati, tj. ako je riječ o anonimnim podacima). Pored navedenog, prijedlog Uredbe ZOP

sadrži i definiciju nove kategorije osobnih podataka, a to su **pseudonimni podaci**. Iako ti podaci pripadaju kategoriji osobnih podataka, njihova je značajka da se oni ne mogu pripisati određenom ispitaniku bez korištenja dodatnih informacija sve dok se takve dodatne informacije čuvaju odvojeno i dok podliježu tehničkim i organizacijskim mjerama za osiguravanje nepovezivanja. Također se uvodi definicija **kodiranih podataka**. Riječ je o osobnim podacima koji su pomoću tehnoloških mjera zaštite učinjeni nerazumljivima bilo kojoj osobi koja im nije ovlaštena pristupiti.

Posebnim rješenjem u nacrtu Uredbe ukidaju se znatne otegotnosti koje voditelji zbirki danas snose s obzirom na obvezu osiguravanja usklađenog postupanja s nizom različitih propisa o zaštiti osobnih podataka, ovisno o broju država članica u kojima posluju. U tu se svrhu, naime, predviđa važna uloga **nadzornog tijela glavnog poslovnog nastana voditelja zbirke ili izvršitelja obrade**. Riječ je o nadzornom tijelu poslovnog nastana poduzetnika ili grupe poduzetnika u Uniji, gdje se donose glavne odluke o svrhama, uvjetima i načinima obrade osobnih podataka. To nadzorno tijelo postalo bi, naime, **vodeće tijelo** (engl. *lead authority*) koje je odgovorno za nadzor postupaka obrade voditelja zbirke ili izvršitelja obrade u svim državama članicama. Takvo rješenje primjenjivalo bi se onda kada se obrada podataka provodi u okviru djelatnosti nastana voditelja zbirke (ili izvršitelja obrade) u Uniji, a voditelj zbirke (ili izvršitelj obrade) ima nastan u više država članica ili obrađuje osobne podatke ispitanika koji borave u više država članica.

Postrožena odgovornost jedna je od temeljnih značajki prijedloga Uredbe ZOP /79/. Predlaže se, naime, utvrđivanje niza obveza kao što su prihvaćanje odgovarajućih politika i provedba *odgovarajućih i dokazivih* tehničkih i organizacijskih mjera kako bi voditelji zbirki *osigurali i bili sposobni transparentno dokazati* da se obrada podataka provodi u skladu s Uredbom, uzimajući u obzir najnovija dostignuća, prirodu obrade, kontekst, opseg i svrhe obrade, rizike za prava i slobode ispitanika i vrstu organizacije, *i u vrijeme utvrđivanja sredstava obrade i u trenutku same obrade*. Osim toga, redovita opća izvješća o aktivnostima voditelja zbirke (npr. obvezna izvješća trgovačkih društava uvrštenih na burzama) moraju sadržavati sažet opis navedenih politika i mjera. Pored navedenog napominjem i predloženo rješenje prema kojem su i voditelji zbirki i izvršitelji obrade dužni voditi *redovito ažuriranu dokumentaciju potrebnu za ispunjavanje uvjeta utvrđenih Uredbom*.

Prijedlog Uredbe ZOP sadrži i niz odredaba kojima se **pojašnjavaju i osnažuju prava ispitanika** u modernom okruženju obrade njihovih osobnih podataka. Ta prava uključuju i pružanje jasnih i lako razumljivih informacija u vezi s obradom njihovih podataka, pravom pristupa, ispravljanja i brisanja njihovih podataka, pravom na dobivanje njihovih podataka, pravom prigovora na profiliranje, pravom podnošenja žalbe nadležnom tijelu za zaštitu osobnih podataka i pravom pokretanja sudskih postupaka kao i pravom na naknadu pretrpljene štete zbog nezakonitog postupka obrade. Skrećem pažnju i na **postrožene uvjete za davanje privole** koja predstavlja jednu od osnova za zakonitu obradu osobnih podataka, a označava se kao *slobodno dano, određeno, izričito očitovanje volje utemeljeno na informacijama kojim ispitanik, izjavom ili jasnom potvrdnom radnjom označava suglasnost za obradu osobnih podataka*. Privola bi se, naime, morala davati afirmativno, tj. treba biti riječ o *izjavi ili jasnoj potvrdnoj radnji kojom se osigurava to da su pojedinci doista svjesni toga da daju svoju privolu za obradu osobnih podataka u konkretnom slučaju*. Tako bi se, primjerice, na internetu privola valjano davala označavanjem polja na internetskoj stranici. Prema pojašnjenjima (iz uvodnih izjava) šutnja, samo korištenje pojedine usluge ili neaktivnost ispitanika ne bi trebali predstavljati privolu. Nadalje, temelji li se obrada podataka na privoli, nalaže se da teret dokazivanja oko dane privole snosi voditelj zbirke.

U prijedlogu Uredbe ZOP sadržane su i vrlo detaljne odredbe o obvezi **obavještavanja ispitanika**. Voditelj zbirke se, naime, u pogledu obrade osobnih podataka i radi ostvarenja prava ispitanika mora voditi *sažetim, transparentnim, jasnim i lako dostupnim politikama*, a svaka informacija u vezi s obradom osobnih podataka ispitaniku se mora dati *na razumljiv način, jasnim i jednostavnim jezikom*. Prije pružanja detaljnijih informacija voditelj zbirke dužan je ispitaniku dati propisani minimum informacija o obradi koje se prikazuju u posebnom obliku (ikone) i to na lako vidljiv i jasno čitljiv način i na jeziku koji lako razumiju relevantni potrošači. Ako se informacije prikazuju elektroničkim putem, one moraju biti strojno čitljive.

Uz obvezu obavještavanja ispitanika voditelji zbirki također su dužni udovoljiti njihovim zahtjevima na pristup podacima koji uključuju pravo na dobivanja potvrde o tome obrađuju li se ili ne njihovi podaci te pravo dobivanja drugih obavijesti kao što su obavijesti o svrsi obrade, važnosti i posljedicama obrade, razdoblju pohrane podataka, primateljima i dr. Od važnijih rješenja u nacrtu Uredbe vezano za ovo pravo ispitanika skrećem pažnju na obvezu voditelja zbirke da ispitaniku pruži informacije *u elektroničkom i strukturiranom obliku ako je on podnio zahtjev za pristup podacima u elektroničkom obliku* (osim ako ispitanik sam ne zatraži drugačiji način dobivanja informacije). Nadalje, kada je to moguće voditelj zbirke može omogućiti daljinski pristup zaštićenom sustavu putem kojeg se ispitaniku, na njegov zahtjev, omogućuje izravan pristup njegovim podacima.

Novouvedeno **pravo na prenosivost osobnih podataka** opravdava se potrebom njihova što lakšeg prijenosa u *online* automatiziranim aplikacijama kao što su to usluge društvenih mreža. Predviđa se, naime, da ako ispitanik ustupi osobne podatke i oni se obrađuju elektroničkim putem, on ima pravo dobiti od voditelja zbirke njihovu *kopiju u elektroničkom i interoperabilnom formatu koji se uobičajeno koristi i koji mu omogućuje daljnje korištenje bez da ga u tome voditelj zbirke sprečava*. Podaci bi se na zahtjev ispitanika trebali i izravno prenositi između voditelja zbirki, kada je to tehnički izvedivo i dopušteno.

U prošlom dijelu rada uputila sam na vrlo važnu presudu Suda pravde EU-a u predmetu C-131/12 u vezi s tumačenjem prava na brisanje osobnih podataka prema *acquisu* u odnosu na podatke sadržane u indeksu davatelja usluga internet pretraživanja. U nacrtu Uredbe ZOP detaljno se uređuje **pravo na brisanje podataka** koje se, kako sam ranije navela, od uvođenja u prijedlogu Uredbe popularno naziva *pravom biti zaboravljen*. Naime, u nacrtu Uredbe se u određenim slučajevima predviđa ne samo pravo ispitanika da ishodi brisanje njegovih osobnih podataka od voditelja zbirke nego *i suzdržavanje od daljnjeg širenja* tih podataka kao i pravo da se *ishodi brisanje svih poveznica prema tim podacima od trećih strana, odnosno brisanje svih kopija ili replika tih podataka*. Slučajevi kada bi se to primjenjivalo obuhvaćaju povlačenje jednom dane privole ispitanika za obradu ili njegov prigovor obradi ili utvrđenje da podaci više nisu potrebni u vezi sa svrhama za koje su prikupljeni ili obrađeni na drugi način, odnosno da su se podaci nezakonito obrađivali kao i slučaj konačne i pravomoćne odluke suda ili regulatornog tijela u EU-u o brisanju. Radi jačanja tog prava ispitanika u globalnom digitalnom okruženju predviđa se i obveza voditelja zbirke koji javno objavi osobne podatke bez pravne osnove da *poduzme sve razumne korake kako bi se podaci izbrisali, uključujući od strane trećih osoba*. Nadalje, voditelj zbirke i u slučaju primjene, treća strana dužni su bez odgode provesti brisanje podataka, osim do mjere u kojoj je njihovo zadržavanje nužno zbog ostvarivanja prava slobode izražavanja, zbog javnog interesa u području javnog zdravlja, u svrhu povijesnog, statističkog i znanstvenog istraživanja, u slučaju zakonske obveze zadržavanja tih podataka kao i u slučaju postojanja razloga za ograničenjem njihove obrade umjesto brisanja.

U prijedlogu Uredbe ZOP očekivano se utvrđuju i detaljne odredbe o **sigurnosti obrade osobnih podataka** s osnovnom zadaćom voditelja zbirki i izvršitelja obrade da provode odgovarajuće tehničke i organizacijske mjere kako bi osigurali razinu sigurnosti koja odgovara rizicima obrade, uzimajući u obzir rezultate procjene učinka obrade na zaštitu osobnih podataka te uz obraćanje pažnje na najnovija dostignuća i trošak njihove provedbe. Osim toga, novouvedeno **načelo predefinirane zaštite osobnih podataka** (engl. *data protection by default*) nalaže obvezu voditelja zbirke da osigura to da se kao početna vrijednost obrađuju samo oni osobni podaci koji su nužni za svaku određenu svrhu obrade i osobito da se ne prikupljaju, zadržavaju ili šire više od nužnog minimuma za te svrhe (to i u pogledu količine podataka i u pogledu razdoblja njihove pohrane). Tim se mehanizmom posebno treba osigurati kao početna vrijednost to da osobni podaci ne budu automatski dostupni neodređenom broju osoba i da ispitanici budu u mogućnosti nadzirati dijeljenje, tj. distribuciju svojih osobnih podataka. Nadalje, u nacrtu Uredbe izričito se uvodi i **načelo zaštite osobnih podataka po dizajnu** (engl. *data protection by design*) koje predstavlja obvezu prema kojoj su voditelj zbirke (i izvršitelj obrade, ako postoji) dužni *i u vrijeme utvrđivanja svrha i sredstava obrade i u vrijeme same obrade provoditi odgovarajuće i razmjerne tehničke i organizacijske mjere i postupke tako da obrada bude u skladu s odredbama Uredbe i da se osigurava zaštita prava ispitanika*, osobito u vezi s načelima obrade osobnih podataka, sve to uzimajući u obzir najnovija dostignuća, trenutačno tehničko znanje, međunarodnu najbolju praksu i rizike koje predstavlja obrada podataka.

Valja skrenuti pažnju i na odredbe kojima se predviđaju postupci **certificiranja** te izdavanja tzv. **europskog pečata za zaštitu osobnih podataka** (engl. *European Data Protection Seal*) u svrhu potvrde toga da se obrada podataka provodi u skladu s Uredbom. Ispitanicima se na taj način omogućuje brza, pouzdana i provjerljiva procjena razine zaštite osobnih podataka za relevantne proizvode i usluge. Osim toga, u prijedlogu Uredbe ZOP na različite se načine daju poticaji za poduzimanje mjera radi izdavanja pečata pa se tako, između ostalog, voditelji zbirki (izvršitelji obrade) s pečatom neće novčano kazniti ako nisu prekršili Uredbu s namjerom ili krajnjom nepažnjom.

Posebna se pažnja u nacrtu Uredbe ZOP posvećuje procesu **upravljanja zaštitom osobnih podataka tijekom njihova cijelog životnog ciklusa** (*engl. lifecycle data protection management)*. Naime, voditelji zbirki trebali bi se usredotočiti na zaštitu osobnih podataka tijekom cjelokupnog životnog vijeka podataka, od njihovog prikupljanja preko obrade do brisanja, od početka ulažući u održiv okvir za upravljanje podacima i nastavljajući ga sveobuhvatnim mehanizmom za usklađenost. Predviđa se i obveza imenovanja **službenika za zaštitu osobnih podataka** (i od strane voditelja zbirki i od strane izvršitelja obrade) u sljedećim slučajevima: kada obradu vrši javna ustanova ili tijelo, ili kada obradu provodi pravna osoba i ona se odnosi na više od 5000 ispitanika u bilo kojem uzastopnom razdoblju od 12 mjeseci, ili kada se osnovne djelatnosti voditelja

zbirke/izvršitelja obrade sastoje od postupaka obrade koji zbog svoje prirode, opsega i/ili svrha iziskuju redovito i sustavno praćenje ispitanika, ili kada se osnovne djelatnosti voditelja zbirke/izvršitelja obrade sastoje od obrade posebnih kategorija podataka, podataka o lokaciji ili o djeci ili podataka o radnicima u opsežnim zbirkama osobnih podataka. Pored navedenog, u prijedlogu Uredbe uređuju se pitanja imenovanja tih službenika i njihova položaja kao i njihovih zadataka. Nadalje, voditelj zbirke (ili gdje je primjenjivo, izvršitelj obrade) trebao bi provoditi *analizu rizika potencijalnog učinka namjeravane obrade podataka na prava i slobode ispitanika*, pri čemu procjenjuje je li vjerojatno da njegovi postupci obrade predstavljaju određene rizike (u Uredbi se izričito predviđaju takvi primjeri). Novouvedenim postupcima **procjene učinka obrade na zaštitu osobnih** podataka (engl. *data protection impact assessment*) želi se osigurati njihova svijest o svim mogućim posljedicama postupaka obrade podataka (uz opis predviđenih postupaka obrade, rizika za prava i slobode ispitanika, predviđenih mjera odgovora na rizike, zaštitnih i sigurnosnih mjera te mehanizama kako bi se osigurala usklađenost s Uredbom). Provedbom **provjera sukladnosti sa zaštitom osobnih podataka** periodično najmanje jednom u svake dvije godine ili odmah kada nastupi promjena u određenim rizicima koje predstavljaju postupci obrade trebala bi se osigurati potvrda toga da se obrada provodi u skladu s ranije navedenom procjenom učinka. Osim toga, predloženim se postupkom **prethodnog savjetovanja** (prije obrade podataka) voditelja zbirke (ili izvršitelja obrade koji djeluje u ime voditelja zbirke) sa službenikom za zaštitu podataka, odnosno s nadzornim tijelom ako službenik nije imenovan, predlaže ublažiti rizike za ispitanike kada, npr., procjena učinka obrade upućuje na visok rizik.

U drugom dijelu rada pojasnila sam postupak obavještavanja nadzornih tijela i ispitanika kao i druge obveze u slučajevima **povreda osobnih podataka** koje su danas na snazi jedino u području elektroničkih komunikacija (Direktiva o e-privatnosti, Uredba Komisije br. 611/2013, ZEK). Prijedlogom Uredbe navedeni postupci i obveze napokon se jednoznačno uređuju za sve voditelje zbirki, što je od iznimne važnosti s obzirom na rastuću obradu osobnih podataka u globalnom digitalnom okruženju. Pritom valja napomenuti da se **Uredbom ne bi nametale dodatne obveze u vezi s obradom osobnih podataka u vezi s pružanjem javno dostupih elektroničkih komunikacijskih usluga u javnim komunikacijskim mrežama u pogledu onih pitanja koja su već uređena Direktivom o e-privatnosti.** Stoga se predviđa brisanje pojedinih odredbi te Direktive, uključujući posebne obveze u vezi sa sigurnošću obrade i prijavama povreda osobnih podataka. Osim toga, predviđa se i da će Europska komisija bez odlaganja te najkasnije do dana početka primjene Uredbe *predložiti izmjene pravnog okvira za obradu osobnih podataka i zaštitu privatnosti u elektroničkim komunikacijama*, kako bi uskladila propise s Uredbom i osigurala dosljedne i ujednačene odredbe koje se odnose na temeljno pravo na zaštitu osobnih podataka u EU-u.
Što se tiče postupaka povreda osobnih podataka, u nacrtu Uredbe se po uzoru na rješenja iz Direktive o e-privatnosti predviđa obveza obavještavanja nadzornog tijela u slučaju povrede osobnih podataka (u smislu slučajnog ili nezakonitog uništavanja, gubitka, izmjene, neovlaštenog otkrivanja ili neovlaštenog pristupa osobnim podacima koji se prenose, pohranjuju ili na drugi način obrađuju), i to bez nepotrebnog odgađanja. Prema pojašnjenjima smatra se da taj rok ne bi trebao biti dulji od 72 sata. Također se utvrđuje obveza obavještavanja ispitanika kada je vjerojatno da će povreda osobnih podataka štetno utjecati na zaštitu osobnih podataka, privatnost, prava ili legitimne interese, osim ako voditelj zbirke pokaže da je na pogođene podatke primijenio odgovarajuće mjere tehničke zaštite koje čine podatke nerazumljivima osobama koje im nisu ovlaštene pristupiti, s kojima je nadzorno tijelo zadovoljno.

U pogledu rješenja u prijedlogu Uredbe ZOP o **pravnim lijekovima** skrećem pažnju na predviđeno *pravo ispitanika da podnose pritužbe* (u slučaju povrede prava, tj. Uredbe ZOP) *nadzornom tijelu u bilo kojoj državi članici*. Osim toga, predviđa se *pravo pokretanja sudskog postupka i protiv nadzornog tijela i protiv voditelja zbirki i izvršitelja obrade*. Ta prava predviđaju se i za *tijela, organizacije ili udruge koje djeluju u javnom interes*u, a osnovane su u skladu sa zakonodavstvom države članice. Ta su tijela ovlaštena podnijeti pritužbu pred nadzornim tijelom u ime jednog ili više ispitanika, ali i neovisno o žalbi ispitanika ako smatraju da je povrijeđena Uredba. Nadalje, kada su na to ovlaštena od strane ispitanika ona imaju pravo pokrenuti sudski postupak protiv nadzornog tijela, voditelja zbirki i izvršitelja obrade kao i tražiti naknadu štete pred sudom (protiv voditelja zbirki ili izvršitelja obrade).

U završnim napomenama o prijedlogu Uredbe ZOP usredotočit ću se na odabrana rješenja u pogledu **nadzornih tijela** koja odražavaju priznanje njihove ključne uloge u državama članicama radi osiguravanja ujednačene i učinkovite zaštite osobnih podataka diljem EU-a /80/. Poseban naglasak daje se odredbama kojima je cilj osigurati njihovu **potpunu neovisnost i nepristranost** u provođenju dužnosti i ovlasti koje su im povjerene, što uključuje i propisane uvjete za imenovanje koji obuhvaćaju i zahtjeve u pogledu njihove neovisnosti te dokazanog iskustva i vještina poglavito u području zaštite osobnih podataka, te uvjete njihova razrješenja. U navedenim se odredbama u tom pogledu odražava i relevantna sudska praksa Suda pravde EU-a koji je u svojoj praksi tumačio zahtjev neovisnosti ovih tijela prema Direktivi ZOP (čl. 28. st. 1.). Naime, *koncept potpune*

neovisnosti traži da nadzorna tijela budu slobodna od bilo kakva utjecaja, izravnog ili neizravnog, u svojem radu i donošenju odluka te čak i sam rizik političkog utjecaja nad njihovim odlukama utječe na neovisno obavljanje zadataka. Osim toga, uvjet neovisnosti nije ispunjen samo s utvrđenom funkcionalnom neovisnošću nadzornih tijela ako još uvijek ima mogućnosti da se na ta tijela izvrši vanjski utjecaj. Osim u presudama koje je po navedenim pitanjima Sud donio protiv Njemačke i Austrije, ta su načela potvrđena i u nedavno donesenoj presudi protiv Mađarske (8. travnja 2014.) /81/.

U nacrtu Uredbe ZOP detaljno se utvrđuju i *zadaci i ovlasti nadzornih tijela koji trebaju biti ujednačeni diljem EU-a*. Osobito jačanje njihovih ovlasti predstavlja prijedlog uvođenja ovlasti **izravnog kažnjavanja kršenja odredaba Uredbe**, a to se u određenim slučajevima odnosi i na ovlast izricanja *novčanih kazni do najviše 100 milijuna eura ili 5 % ukupnoga godišnjeg prometa ako je riječ o poduzeću, ovisno o tome koji je od dvaju iznosa veći*. U Uredbi se predviđaju i razni mehanizmi suradnje između nadzornih tijela u EU-u, a to, među ostalim, i radi osiguravanja usklađene razine sankcija u Uniji.

5. Zaključne napomene

Kod utvrđivanja mjera obrade osobnih podataka i njihove provedbe osobito je važno prepoznavanje rizika s obzirom na sve okolnosti te obrade kao i razumijevanje informacijskih i komunikacijskih tehnologija i usluga o kojima je riječ, odnosno postupaka putem kojih se omogućuju različite vrste i funkcionalnosti navedene obrade. Posebno je to važno u uvjetima opće globalizacije, digitalizacije i permanentne znanstveno-tehnološke revolucije. Ovo treba biti briga svih. Svatko u svojem području sukladno ovlastima mora dati doprinos - od zakonodavca i tijela primjene (sudova, nadležnih nadzornih tijela i dr.) te voditelja zbirki osobnih podataka do industrije koja sudjeluje u razvoju, prilagodbi i implementaciji informacijskih i komunikacijskih tehnologija i usluga. Osobito je to značajno kod onih koji su nadležni takve mjere donositi i provoditi. Kao pozitivan primjer može poslužiti pristup koji u svojem radu ima njemački Savezni ustavni sud /82/. U svojim odlukama taj sud poziva i tijela vlasti da prilikom uređivanja područja koja uključuju primjenu naprednih informacijskih i komunikacijskih tehnologija kao i kod razmatranja izmjena relevantnih propisa uzmu u obzir dotičnu tehnologiju i njezin razvoj, osobito u području koje predstavlja potencijalno zadiranje u osobna prava pojedinca /83/.

Takav ozbiljan i usredotočan pristup nužno je razvijati u Republici Hrvatskoj. Uz analizu *acquisa* i niza domaćih propisa relevantnih za navedeno područje u radu su pojašnjene i aktualnosti u razvoju pravnog okvira EU-a radi prilagodbe novijim izazovima koje za sigurnost i privatnost osobnih podataka predstavljaju uvjeti brzog tehnološkog napretka u globalno umreženom komunikacijskom okruženju. Sve navedeno, a osobito posebna pažnja koju pitanjima sigurnosti i privatnosti osobnih podataka u takvim uvjetima daje europski zakonodavac upućuje na potrebu intenzivnog dijaloga na tu temu između svih relevantnih dionika u Republici Hrvatskoj. Osim razvoja *acquisa* po navedenim pitanjima, uključujući važna tumačenja koja je do danas u svojim odlukama dao Sud pravde EU-a, tome u prilog idu osobito prijedlozi rješenja novog općeg pravnog okvira EU-a u području zaštite osobnih podataka koje sam analizirala u radu. Njima pripada i niz odredbi u kojima se odražava ključna uloga nadzornih tijela u domaćem i europskom sustavu zaštite osobnih podataka. Stoga je jedan od zaključaka analize važećeg domaćeg općeg okvira zaštite osobnih podataka, na koji ovdje posebno treba uputiti, potreba što skorijeg osiguravanja odgovarajućih uvjeta za jačanje uloge i ovlasti domaćeg nadzornog tijela za zaštitu osobnih podataka. Osim toga, s posebnim se zanimanjem očekuje daljnji razvoj relevantne domaće prakse, a osobito ciljanih aktivnosti sa svrhom podizanja osviještenosti relevantnih dionika i šire javnosti. Po mojem mišljenju ovdje osobito spada i utvrđivanje smjernica i preporuka kojima se odražava najbolja praksa u svrhu utvrđivanja rizika za sigurnost i privatnost osobnih podataka u modernom digitalnom okruženju i primjene mjera radi njihovog izbjegavanja, odnosno ublažavanja te u svrhu pravilne primjene odgovarajućih zahtjeva mjerodavnog pravnog okvira. U tom izrazito dinamičnom području potrebno je i ažurno te kritički pratiti razvoj tehnologije kao i *acquisa* te odgovarajućih aktivnosti na međunarodnopravnoj razini. Bitna je ovdje i uloga akademske zajednice koja osobito unošenjem sadržaja iz tog područja u svoje obrazovne programe može dati važan doprinos boljem razumijevanju i učinkovitijem ostvarivanju zaštite osobnih podataka u postmodernom digitalnom društvu.

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/82/ „Tijekom više od dva desetljeća davao sam konzultantske usluge i savjetovao mnoge političare, političke stranke i politička tijela. Ali nikada nisam doživio toliki interes za razumijevanje IKT-a kao onda kada sam bio sudski vještak pri njemačkom Saveznom ustavnom sudu. Suci ovog suda stvarno su željeli razumjeti IKT zapanjujuće duboko. Oni su doista pročitali radove koje sam za njih pisao - pa i više: čitali su i razumjeli čak i radove koje sam im preporučio. Za mene kao računalnog stručnjaka bio je jedinstveni doživljaj slušati uvodne izjave suda, u kojima je više od 5 minuta posvećeno temeljnim pitanjima IKT-a, te imati snažan osjećaj da ih ni sam nisam mogao jasnije predstaviti. To je u potpunoj suprotnosti sa slušanjem vodećih njemačkih političara, koji ako ne govore o IKT-u u prvoj rečenici, tada u drugoj rečenici otkrivaju ozbiljno nerazumijevanje temeljnih svojstava IKT-a. Na ročištu su suci saslušali sve argumente i pobrinuli se da ih razumiju. Dodatno, suci su se pobrinuli da vještaci u njihovoj prisutnosti raspravljaju o svojim argumentima jedni s drugima (i ponekad su suci moderirali ili čak od njih zahtijevali da se drže biti stvari). To je nešto što njemački parlamentarni sustav izbjegava gdje god je moguće. Sveukupno, po načinu na koji su suci pripremili i organizirali ročište, oni su se pobrinuli za to da budu u mogućnosti stvoriti valjano vlastito mišljenje uzimajući u obzir i temeljna svojstva IKT-a i interese svih uključenih strana.“ Neslužbeni prijevod s engleskog jezika. Hornung Gerrit; Bendrath Ralf; Pfitzmann Andreas, Surveillance in Germany: Strategies and Counterstrategies, Gutwirth Serge; Poullet Yves; De Hert Paul (ur.), Data Protection in a Profiled World, Springer, Dordrecht, 2010., str. 146-147.

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LEGAL PREREQUISITES FOR TRANSPARENCY AND SECURITY IN VIRTUAL REALITY

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Abstract
Virtual reality opened a new dimension in communication in the world of modern man. This new dimension is technically supported and technologically designed, yet legally and formally still inadequately defined. Transparency and security of new information and communication technologies greatly depend on products and manufacturers, but also on those who are ready to misuse it. Those are the reasons why it is necessary to introduce quality legal principles to define the following: unacceptable manners of ICT use and adequate legal sanctions. All this should be established at national but also at international level taking into account particularities of virtual space. Criminal offences referring to virtual space bring a number particularities which should be researched and to which the principles of penal and criminal procedure law should be adjusted. Without such approach, it will not be possible to provide transparency of work in prosecution of perpetrators of criminal offences in virtual space, nor to provide security to users of virtual component of global communication society.

Keywords: virtual reality, transparency, security, information and communication technology

LEGAL FRAMEWORK OF INFORMATION SOCIETY

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Abstract
Information society as a concept is widely used both in scientific as well as colloquial discourse. Studying official legal and political documents of the EU and the member countries that refer to the information society, one could easily, in part due to accelerating information technology revolution, understand information society as a development primarily refering to the liberalization of the electronic communications market, without acknowledgement to the impact information revolution has had on education, science, economy in general and culture. This simplification stems mostly from political reasons exacerbated by a superficial analysis of social phenomena incited by the emerging social, business and communication. In a broader sense, the legal framework of information society should be recognized as information society law, a legal framework for regulated interactions emerging in information society that would encompass all relevant legal norms, judicature, self-regulations and all other rules and principles guiding social interaction in information society (soft law). This field of law would consist of regulation concerning the right to access information, legal aspects of information security, intellectual property in the digital domain, personal data protection, legal aspects of electronic commerce, regulation of electronic media as well as immanent legal issues pertaining to global information infrastructure such as ascertaining national judicial and administrative jurisdiction etc.

Keywords: Information society, information law, information revolution, intellectual property, electronic communication

DRUŠTVO, ZNANOST I TEHNOLOGIJA

SOCIETY, SCIENCE AND TECHNOLOGY

NANOETHICS – A NEW CHAPTER IN ETHICAL STUDIES

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Abstract
Nanotechnology as a natural continuation of microtechnology introduced a new way of building molecular structures through bottom-up methods. The approach provides numerous new opportunities in information technology, medicine and new materials; however, it also brings new risks. In the paper we summarize a brief history of nanoscience and nanotechnology by documenting the main milestones on the roadmap of this branch since the beginning of the 20th century. We discuss new properties of materials and structures appearing in the nanoworld. We highlight the role of social sciences and humanities in nanoscience. Attention is paid to new threats originating in this field, as well as to the code of conduct of responsible nanoscientist. The issues represent subjects of nanoethics – a discipline that opens up a new chapter in the ethical studies. In this context we summarize the basic problems of the contemporary nanoethics, which deal with human enhancement and related religious and theological aspects, nanotoxicology, regulations and specifics of intellectual property rights in nanotechnology. Economic implications, especially the possibility of bridging the nano-divide currently appearing between developed and developing world, are discussed as well. We conclude by arguing that nanoscience and nanotechnology open up new horizons in the field of philosophy. There is a need to overcome the ambivalence of public opinion towards nanoscience and nanotechnology by the means of providing correct and opened information and continuous technology assessment.

Keywords: nanoscience and nanotechnology, nanoethics, nanotoxicology, human enhancement, nano-divide

Introduction

Nanoscience and nanotechnology (N&N) is a rapidly expanding area. They cover design, preparation and applications of materials and structures having at least one dimension within the interval from 1 to 100 nm (1 nm = 10^{-9} m). At the left margin it touches the quantum world. At the right margin the interval adjoins the sub-micrometre region 100 – 1000 nm (1 μm). Typical nano-objects are molecules, atomic clusters, nano-crystallites, nanoparticles (NP), nanowires, nano-layers, etc. In order to illustrate the fast progress and main principles of N&N, in Box 1 below we provide selected statements by well-known scientists and Nobel Prize (NbP) laureates in the field /**1, 2**/. The last of these statements implicates that politicians, researchers, producers and consumers of nano-products must pay attention to risks and to ethics of N&N.

Box 1 Famous statements about N&N

Atoms cannot be perceived by senses. They exist only in our imagination.
Ernst Mach, 1900

The principles of physics do not speak against the possibility of manipulating things atom-by-atom.
Richard Feynman, 1959

Nanotechnology is the art of building devices at the ultimate level of finesse, atom-by-atom.
Richard Smalley, 2000

Those who control nanotechnology will lead the industry.
M. Nakamura, Hitachi

Biggest breakthroughs in nanotechnology are going to be in the new materials.
T. Kirkpatrick, General Electric

Our ability to reap the long-term benefits of nanotechnology will depend on how well industry and governments manage the safety and performance of the first generation of nanotechnology products.
A. Maynard, University of Michigan

In Box 2 below we enumerate main milestones in N&N as summarized in /**2, 3, 4**/**.** Many of them have been awarded by NbP. They document that the fundaments of nanoscience have been laid since the early 20th century. N&N currently represent a common denominator for the recent developments in chemistry (nanochemistry), biology (nanobiology) and medicine (nanomedicine), whenever these disciplines touch upon the dimension of a single molecule. The interactions obey the laws of physics which are valid up to the level of elementary particles. Therefore we do not speak about nanophysics.

1. Extrapolation of microtechnology into the nanoworld

N&N are a continuation of five decades of miniaturization and growing level of integration described by the Moore's law /**5**/**.** Its original formulation was born in 1965 when G. Moore noticed that the number of components per integrated circuit for minimum component cost increased roughly by a factor of 2 annually between 1962 and 1965. He predicted that the rate would remain constant for at least 10 years. His prediction proved to be accurate: the number of transistors on integrated circuits has been doubling approximately every two years since 1965. Nowadays the Moore's law approaches physical barriers and the role of N&N grows.

The breakthrough in N&N was scanning tunnelling microscope (STM) having atomic resolution /**6**/. In this device the information is not obtained by using radiation but by mechanical sharp probe scanning over the surface at a very small distance and imaging its topography**.** Afterwards also other types of scanning probe microscopes were created, especially atomic force microscope (AFM). These devices are also used for manipulation of atoms or molecules. In this way the Feynman vision /**7**/ of manipulating the matter atom-by-atom has been fulfilled at least at the laboratory scale, because the process is too slow for practical applications. Anyway, STM heralded the emergence of N&N /**8**/. Nowadays the structures are not synthesized atom-by-atom but from bigger blocks, e.g. from nanoparticles composed of thousands of atoms. This additive process is called *bottom – up* approach. It is complementary to the *top – down* formation of structures, broadly used in micro- and nanoelectronics.

Box 2	**Summary of main milestones in N&N**
1905	A. Einstein estimated the diameter of sugar molecule at about 1 nm.
1931	M. Knoll and E. Ruska invented electron microscope, NbP.
1959	R. Feynman presented his talk "Plenty of room at the bottom".
1974	N. Taniguchi conceived the word *nanotechnology*.
1981	G. Binnig and H. Rohrer invented scanning tunnelling microscope, NbP.
1985	R. F. Curl, H. W. Kroto and R. E. Samlley discovered fullerenes, NbP.
1986	K. E. Drexler published his book *Engines of creation.*
1988	A. Fert and P. Grünberg discovered GMR, NbP.
1991	S. Iijima discovered carbon nanotubes.
2000	W. Clinton announced NNI of USA.
2004	A. Geim and K. Novoselov isolated graphene, NbP.
2007	M. C. Lemme et al. fabricated graphene FET.
2008	The force to move an atom over surface was measured at Almaden Res. Ctr.
2012	A. Bérut et al. verified the minimum amount of energy kTln2 (Landauer principle, 1961) required to change one bit of information.

2. New phenomena and qualities in the nanoworld

New qualities of materials and structures that appear when we enter the nanoworld are discussed in /**7**/. They originate from classical and quantum phenomena. In the realm of classical physics we must consider at least:
a) Large surface to bulk ratio;
b) Small size of nano-entities.
Ad a) In a 1 nm particle almost all atoms are on the surface /**9**/**.** This manifests itself in the decrease of the melting temperature. Gold nanoparticles with the diameter of 2 nm melt already at 500 ^{o}C because of smaller

number of bonds to the neighbouring atoms. *Per analogiam*, in the nano-world many properties are changing dramatically: insoluble substances become soluble, non-inflammable things are burning. Chemically toxic materials like As, Cd, Co show toxicity in bulk. In the nano-world we also speak about physical toxicity. Large effective surface of structures generates free radicals with threatening consequences, such as inflammations of lungs, fibrosis or tumors /**10**/. In this way a conception that all nanoparticles are toxic was born.
Ad b) Small nanoparticles penetrate through membranes, opaque films become transparent, nanoparticle solutions are coloured depending on their size. Another example of utilizing the small dimensions are nanoclusters in the matrix of material (e.g. ceramics) that increase its strength /**11**/.
The most interesting phenomena are introduced through entering the territory of quantum physics. Some of them could be exploited in the future quantum computing and quantum encryption /**12/**.

3. N&N in the era of productivity

New technologies typically pass through the cycle of hyperbolic expectations. Five phases of this cycle can be characterized as follows /**13**/: launching the technology; over - optimistic expectations; des-illusion; enlightenment and realistic views; expectations matched at the level of productivity. At present N&N enter the phase of productivity and therefore safety and security become the imperative of the day. The progress is tremendous and it manifests itself in many fields /**1**, **14**/: high strength materials; durable composites; new surface coatings; improved medicaments; artificial skin, bones and cardiac tissues; high efficiency plasmonic solar cells; sensors and nanosensors; filters for decontamination of water; plastic items from plant-derived raw materials (instead of petrochemicals).

Nowadays we must ask to which extent could be N&N harmful. The question is related to use or misuse. On one hand, also knife, dynamite or alcohol are harmful if used in an improper way. On the other hand, there is one significant difference - while knife is visible to the naked eye, nanoscale entities are invisible to unmediated senses. Concerns of public belong partly to the category of sci-fi like self-replication nanosystems, uncontrolled nanorobots or transhumans, but on the other side to real danger like biological warfare, toxic nature of nanomaterials, invasion into privacy - molecularly naked patients, latent fingerprints etc. /**15, 16**/. In this connection we speak about big brother technologies. Motivated by these concerns, a new Springer journal *Nanoethics* was launched in 2007. A year later the European Commission (EC) adopted a voluntary Code of Conduct /**17**/. The Code is based on a set of a few of general principles: research should be comprehensible to the public; research activities should be safe, ethical and contributing to sustainable development; research should anticipate potential environmental health and safety impacts. More details are to be found in /**18/**. Short term regulations must be followed by medium and long term measures reflected in the legislation.

4. Ubiquitous nanoparticles

N&N work with many types of nanoparticles (Table 1). Some of them are chemically toxic. Threats like cancerogenity, mutagenity, genotoxicity are related to their composition and size. The essential equation reads: *hazard = risk x exposition* /**10**/. Therefore, the first measure is to avoid exposition. The dangerous channels are inhalation and skin contact. NPs stored in liquids are less dangerous than aerosols. Safety precautions involve activities such as toxicological screening, measuring of particle concentration in the air, water and food, controlling of explosive and flammable mixtures with air or oxygen and pyrophoric matters /**19**/.

Table 1 Basic nanoparticles used in N&N /2/

Metals	Oxides	Compounds	Semiconductors
Ag, Al, Au, Co, Cu, Ni, Pd, Pt, Zn	Al_2O_3, Fe_2O_3, SiO_2, TiO_2, WO_3, ZnO	AgCu, $BaTiO_3$, CuNi, MoS_2	CdS, CdTe, Si, GaAs, InP

On the other hand, nanoparticles can provide remedy to various diseases or health-related problems. Well-known are the antimicrobial properties of silver NPs. However, the overuse of nanosilver products could enable the flourishing of resistant strains /**20**/.

5. The role of social sciences and humanities in N&N

N&N has so far benefited mainly from the results of natural and technical sciences. Nevertheless, social sciences and humanities can increasingly contribute to the development of N&N. The potential fields of intervention include the economic context of N&N, sociology and psychology of consumers, security and protection of

privacy, the common denominator of the enumerated activities being ethics /**16**/. Most frequent issues which will be discussed in the following chapters are as follows:
• Basic problems of ethics in N&N,
• Economic context,
• Informed public and ambivalence of attitudes,
• Technology assessment.

6. Basic problems of ethics in N&N

6.1 Human enhancement (HA)

Enhancement of physical and cognitive abilities of man by technical and/or biological means challenges ethical, juridical and religious attitudes. Access to these technologies will be limited due to its high cost. They are non-therapeutic and therefore not covered by health insurance (even minor enhancement drug like Viagra is not covered) /**21**/. Then the standard opinion prevails that HA will impair justice, although, in longer horizon enhanced persons should be capable of developing efficient responses to social and other problems /**21**/. However, at present also the opposite problem is being discussed, i.e. the dis-enhancement of animals. Emblematic is the blind chicken issue: chicken suffer in high density battery cages where they are prone to cannibalism. The considerations develop even toward the methods aimed at disrupting animals´ ability to experience pain. This approach is repulsive and the dignity of creatures is noted /**22**/. In this regard the religious persons worry that HA will contribute to re-defining the human nature and diminishing its religious understanding /**23**/. Nevertheless, it is doubtful that man can emulate the nature, which spent millions of years for perfecting high-performance structures. Moreover, the nature operates at room temperature in aqueous ambiance, while chemists operate at high temperatures, in vacuum or in organic solvents /**24**/.

6.2. Health and safety

Safety in N&N is related mostly to the fields of health, food and environment. Mapping of early literature on the subjects indicates that toxicology is in the centre of interest /**25**/. Nano-entities can penetrate the protective mechanisms of human body, such as the brain-blood barrier, cell membranes, they can trigger inflammation and cause damage to the DNA /**26**/. The cited paper criticizes insufficient funding of nanotoxicology, as well as issues emanating from the conflict of interest: large companies hamper the distribution of information, labelling is often not correct, and data sheets list only restrictions typical for bulk and not for the nano-forms. As *pars pro toto,* the criticism of marketing of TiO_2 nanomaterial in UV protective cosmetics should be mentioned /**27**/. The process suffered from numerous problems, such as the absence of alternatives, low degree of controllability, etc.

6.3. Regulation in N&N

As it was mentioned above, European Commission has issued a Code of Conduct in N&N. However, its implementation is problematic /**28**/. The regulation and decision-making done at three levels (European Commission, European Parliament, and Member States) suffers from the lack of effective coordination. The Code is not propagated and applied in the spirit of confidence building and stakeholders guidance /**29**/. Although Europe has so far not witnessed a large-scale disaster like China has in 2007 /**30**/, this does not mean that people are not intoxicated by N&N products, as it was demonstrated at the conference Nanomedicine in 2012 (University of Zürich).

6.4. Intellectual property rights (IPR) in N&N

Nanotechnology as a form of molecular manufacturing needs new forms of IPR. The boundary between invention and discovery (that can and cannot be patented, respectively), is blurred here /**4**/. Often, N&N involve the sale and distribution of a type or an idea, rather than a token or a device /**31**/. Finally, the fast inflow of new results suffers from the slow patent procedures. In the countries where *grace period* is not implemented /**32**/, the patenting opportunities can be lost because of the conflict of interests between publication and patenting. Attention should be paid also to unethical and corrupt practices in scientific publishing, especially to selling and buying papers, induced by publication boom which appears also in N&N and by promotion requirements /**33**/.

7. Economic context

Focal problem in N&N is the nano-divide developing between the rich and poor worlds. Similarly as in the case of digital divide in the era of information technologies, the bridging of this divide does not seem to be straightforward. This is supported also by the dependence theory in economic development – gains in one region

are offset by losses in other regions. While it is assumed that the West will continue to dominate, China and India are likely to narrow the gap. They may challenge the western culture of individualism by emphasizing the compassion /**34**/.

8. Informed public and ambivalence of attitudes

As in the case of many other technologies (nuclear energy is an excellent example), in N&N we have to deal with big expectations and enthusiastic support on one side and concerns about environmental, health and social effects (leading even to the request for a moratorium) on the other side /**35/**. Therefore, openly published attitudes of researchers, journalists, politicians and public are important. Given that developing countries consider N&N to be an accelerator of their progress, the vision of researchers are positive, in anticipation of new projects and grants. For example, the review of 150 papers published in Brazil shows absolute prevalence of attitudes in favour of the N&N /**36**/. In the developed world a broad spectrum of attitudes ranging from enthusiasm to antipathy can be found, which is related also to the experiences gained in the related contexts, e.g. in the case of biotechnology /**37**/.

9. Technology assessment

Technology assessment should be done in the real time with the aim to shed light on both its useful and threatening consequences /**38**/. This is particularly important nowadays, when the holistic NBIC concept (nano-, bio-, info- and cognitive sciences) is being born /**39**/. In this regard, N&N are understood not as a starting point of a new industrial revolution, but as a revolution in the quality of life /**40**/.

Conclusions

N&N have already conquered the markets. Therefore, systemization and standardisation of the discipline is necessary. Enhancement of philosophical and ethical research is a condition *sine qua non* for achieving these goals. New inspiration is provided, for example, by biomimetics that studies the properties of living structures and organisms.

From the point of view of ethics, in the N&N field the common belief that science and technology are neutral and only their applications are liable to moral screening, is being revised. N&N, however, do not create a new category of ethical problems, we observe only new manifestation of the problems that are already known **/41**/.

New qualities in N&N are challenging also from the philosophical point of view. Let us mention the complementarity as a basic physical principle: we observe that with the decreasing size of studied structures, the dimensions and complexity of research facilities increase. The penetration into nano-world facilitates better understanding of macro-world, even of the Cosmos /**42**/.

Symmetry is observed also in terms of the dimensions of the current micro- and macro-world research agendas: in the micro-world the manipulation of matter is done at the level of 10^{-9} m, while in the macro-world the operations (e.g. the top achievement of landing on the Moon) took place at the distance of approximately 10^{9} m from the Earth. The fact that mankind occupies a central position on this scale underlines our responsibility for fostering the ethical and moral development in N&N and other frontier branches of the contemporary research.

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List of abbreviations

AFM	Atomic force microscope
EC	European Commission
HA	Human enhancement
N&N	Nanoscience and nanotechnology
NbP	Nobel Prize
NP	Nanoparticle
STM	Scanning tunnelling microscope

THE POSITION OF EDUCATION IN THE TRANSITIONAL VALORIZATION OF DEVELOPMENT FACTORS IN THE CROATIAN SOCIETY

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Abstract
In the late 1970s the globalization process gave education the role of a net with which information technology could attach itself to the social fabric. Education has become a net of recognition and acquisition of adaptability in social development for each new technological breakthrough. This is confirmed by implementation of information technology in business (automatization and robotization of production lines, use of new accounting software and others), politics (communication and supervision in internal and external politics) and culture (associating cultures on a global level). Consequently, it is understandable that education is recognized in each society as a potential for creation, adoption and use of new technology. Croatian society also shares this fate and education will be, as expected, the leading factor in social development. Providing that this orientation has been accepted, the last two decades show that the social development has been guided by it only slightly. This article analyses the fore mentioned problem with an empirical step forward (survey research) which indicates maturation of awareness that education and development of each society are connected.

Keywords: education, technology, development, transition, Croatian society

1. Uvodno o temi

Industrijalizacija devetnaestoga stoljeća je dala društvu nove smjernice razvoja, kako gospodarskog tako i socio-kulturnog. Sve se novo uokvirivalo u pojam modernizacije, a odmak od tradicionalnog društva se potvrđivao brojnošću i heterogenošću populacije, visokim stupnjem industrijalizacije, kapitalističkom tržišnom ekonomijom, novim formama socijalne diferencijacije, nacionalnim državama u kojima je građanstvo politički i civilno organizirano i strukturirano te dominacijom znanosti i na njoj razvijene tehnologije[511] (Thomas, Walsh, 1998:363). „Raščaravanje svijeta“, kako je Weber opisao novi vijek, R. Guardini vidi kao osamljivanje pojedinca u takvom svijetu: „*Priroda* se sve više proučava eksperimentalno i racionalno, a *politika* shvaća kao puka igra moći i interesa. *Gospodarstvo* se izvodi iz logike koristi i boljitka, a *tehnikom* se barata kao velikom, u svaku svrhu raspoloživom aparaturom. Na *umjetnost* se gleda kao na oblikovanje prema estetskim načelima, a na *pedagogiju* kao na izgrađivanje onoga čovjeka koji će biti u stanju biti nositelj te države i te kulture.“ /istaknuo A.Š./ (Guardini, 2002:95)

Druga je polovica dvadesetog stoljeća prepoznata kao razdoblje postmoderne koja se potvrđuje na svim poljima društvenog života. Ekonomisti su je odredili kao postindustrijsko društvo u kojemu je tržište postalo svjetsko, otvoreno, slobodno, a političari su to potvrđivali služeći interesima krupnoga kapitala ulazeći u nadnacionalne saveze kojima se uvjetuje i ograničava suverenitet nacionalnih država. Nestankom značenja nacionalnih tržišta i nacionalnih kapitala na važnosti je dobio multinacionalni kapital i svjetsko tržište. Gray tvrdi da politički projekt globalizacije jača i razvija multinacionalne korporacije koje su neka vrsta *nevidljive vlade* koja zamjenjuje funkcije nacionalnih država. Ona obezvrjeđuje sve tradicionalne institucije čineći ih disfunkcionalnim. Multinacionalne korporacije također donose kraj ekonomske sigurnosti najamnog rada, slabljenje uloge sindikata, slabljenje poduzeća kao institucija i slično (Gray, 2002:81-89).

511 Već je početkom prošloga stoljeća znanost dobila važno mjesto u proizvodnji, a što se kasnije pretvorilo u „scientific management“ pa je P. Drucker ustvrdio da je management postao glavna socijalna funkcija, a informacija ključna sirovina za tzv. postposlovno društvo u kojemu su nositelji proizvodnje radnici znanja (Drucker, 1992:217). A. Toffler je također 70-ih godina prošloga stoljeća ukazivao na nove snage ukupnog razvoja: tehnologiju kao veliki motor, znanje kao njezino gorivo (Toffler, 1975:32).

Nejasnoću vremena izlaženja iz razdoblja države blagostanja u kojemu je nacionalna ekonomija svoju snagu potvrđivala u proizvodnim kapacitetima, rudnom bogatstvu, sirovinama, transportnim kapacitetima i sl., određivala je nova orijentacija na neopipljive resurse – znanje, informacija, komunikacija. To je L. Thurow prepoznao kao smjer budućnosti kapitalizma koji je određen nematerijalnim činiteljima konkurentnosti, a to su znanje i na njemu građene vještine (Thurow, 1997:68). Novi odnos ekonomije prema znanju bitno je poremetio sustav vrijednosti moderne. Novo je vrijeme U. Beck predočio kao „drugu modernu" koja obiluje brojnim kontradikcijama koje su posljedica „nedobrovoljne sinteze inovacije i revolucije". Počelo se „živjeti u svijetu onoga *i*, a misliti u kategorijama *ili-ili*", tj. racionalnost i jasnoća moderne zamijenjena je nejasnoćom i iracionalnošću usputnih posljedica (Beck, 2001:68-69). Razvoj informacijske tehnologije upravo to potvrđuje. Stvaranje znanja i protok informacija, tvrdi Castells, osnova je na kojoj suvremene ekonomije grade svoju moć, a sve drugo je posljedica toga (Castells,2000:405-406).

Orijentacija gospodarstva na nematerijalne resurse, tzv. simbolički kapital, kao ključni faktor konkurentnosti, odredila je i odnos prema znanju, ali i samom procesu njegova nastajanja. Znanje je postalo u globalnoj ekonomiji strateški činilac razvoja kako za pojedince i tvrtke, tako i za državu. Ne uvažavati to znači unaprijed prihvatiti poziciju gubitnika. Ekonomija zananja koristi znanje i kao *input* i kao *output*. Istraživanje i razvoj postaju u dobrostojećim ekonomijama područje u kojemu se to najviše pokazuje. Dobar je primjer broj znanstvenih istarživača na 1000 stanovnika: za 2000. godinu prosjek u EU je 5,28. Najbolje je stanje u Finskoj – 10,65, dok je u Hrvatskoj taj broj skroman – 1,9 (Dragičević, 2002:5-7).

2. Obrazovanje za znanje ili za profit

> „Demokracije imaju ogromne racionalne i imaginativne moći. Ali sklone su i nekim ozbiljnim pogreškama u rasuđivanju, sklone su ograničenosti, žurbi, površnosti, sebičnosti i uskogrudnosti. Obrazovanje koje se većinom osniva na profitabilnosti koju treba postići na globalnom tržištu uvećava te nedostatke, stvarajući pohlepnu tupost i tehnički obučenu povodljivost, koje prijete samom životu demokracije i zasigurno koče stvaranje poštene svjetske kulture." (Nussbaum, 2012:173)

Svrha je navedenoga citata usmjeriti raspravu ovoga poglavlja prema temeljnoj aporiji u razumijevanju uloge obrazovanja u suvremenim demokracijama, kao i odnosa obrazovanja i gospodarskog rasta. Hrvatsko društvo, kao demokratsko, dobar je primjer kako se odnos prema obrazovanju može *ne shvatiti* u strategijsko-razvojno-demokratizirajućem značenju, rezultat čega je pozicioniranje obrazovanja kao stavke u proračunu koja se prema potrebi umanjuje. No, u isto se vrijeme obrazovnom sustavu nameću ozbiljne zadaće i odgovornosti za društveni razvoj koji će ovisiti o tome kako se budu obrazovale mlade generacije. Takvo se dvostruko mjerilo odnosa prema obrazovanju – s jedne strane je to stavka u proračunu, a s druge strategijska djelatnost razvoja – može razumjeti kao posljedica različitih utjecaja poput: (1) kao posljedica gospodarske krize, (2) kao posljedica neosviještenosti političke elite koja vodi državu, (3) kao posljedica tranzicijske zbrke oko prioriteta u zaživljavanju tržišta i demokratskih standarda, (4) kao nasljeđe prošlog sustava u kojemu je obrazovanje bilo diktirano „potrebama" radničke klase i slično. Sumira li se navedeno, proizlazi da će obrazovni sustav u hrvatskom društvu biti određen društvenim interesima koji se u tome trenutku nametnu od strane vladajuće elite kao prioritetni.

Najčešća se kritika obrazovanja kao neučinkovitog, skupog, tehnološki neosuvremenjenog, neusklađenog s društvenim, poglavito gospodarskim potrebama i sl. koristi kako bi se nagovijestile nužne reforme koje trebaju otkloniti spomenute i druge slabosti. Pri tome se kao svijetli cilj koji se treba doseći postavlja društvo znanja u kojemu će dominirati radnici znanja. Znanje, kao osnovni resurs, obilježava troje: mogućnost njegova nekontroliranog širenja; vertikalna pokretljivost znanja kroz sustav obrazovanja (od nižih prema višim razinama); znanje nije jamstvo uspjeha, ono je sredstvo koje se koristi u proizvodnji (Drucker, 2007:166). Želi li se prema kriterijima (i zahtjevima) društva znanja postavljati zadatke obrazovnom sustavu, tada je korisno razmotriti pitanja koja je devedesetih godina prošlog stoljeća postavio J. Lesourne ocrtavajući stanje obrazovanja u Francuskoj.

Lesourne se pita koja je *svrha odgojno-obrazovnog sustava* (učiti kako se uči; omogućiti razvoj pojedinca; izobrazba i selekcija elite; zajedničko dobro društva ...); kakva je mogućnost *demokratizacije* društva kroz obrazovanje (glede jednakosti mogućnosti svih u obrazovanju, bez obzira na socijalno porijeklo); važno je i pitanje *djelotvornosti „utrke za diplomom"*; pitanje načina *selekcije* u školama; pitanje *sadržaja i vrsnoće* nastave; pitanje *financiranja* odgojno-obrazovnog sustava; pitanje *položaja nastavnika*; pitanje sposobnosti *upravljanja* složenim odgojno-obrazovnim sustavom; pitanje *krize povjerenja* javnosti prema školi (Lesourne, 1993:11-12). Mogući odgovor na sva ova pitanja daje nam R. Boudon tvrdnjom da „dobar obrazovni sustav i visoka razina kolektivne naobrazbe predstavljaju ključ kolektivnog uspjeha, prosperiteta demokracije i procvata ljudskih sloboda." (Boudon, 2012:37). Odgovornost oko ove problematike je u prvom redu na državi.

Prema B. Berryju država se postavlja paternalistički kada je riječ o obrazovanju te određuje tri interesa djeteta koja se obrazovanjem moraju zadovoljiti: (1) svako dijete ima interes steći one sposobnosti koje su mu potrebne za uspješno funkcioniranje u svijetu u kojemu odrasta; (2) kroz obrazovanje država treba djetetu omogućiti znanje i poštovanje radi njegovog dobrog života; (3) obrazovanjem država treba osigurati da svako dijete postane

autonomno. Iz ovih zahtjeva Berry definira *funkcionalističko obrazovanje* kroz nekoliko elementarnih zadaća: (1) da oni koji ga steknu mogu zarađivati za život radeći neki zakonski prihvatljiv posao; (2) da se mogu uključiti u ekonomske transakcije, a da ne budu iskorištavani zbog neznanja i nestručnosti; (3) da mogu uspješno surađivati s državnim službenicima; (4) da znaju dovoljno o zakonu kako ga ne bi kršili; (5) da znaju dovoljno o higijeni i javnom zdravlju kako bi ispravno mogli odgajati djecu. Ključ za sve to jest *pismenost* čiji se stupanj u nekom društvu najčešće određuje kao njegova *razvijenost*. (Berry, 2006:252-253)

Ovakav je pristup obrazovanju na tragu „stare paradigme" po kojoj se napredak nacije mjeri gospodarskim rastom, ističe Nussbaum (2012:30-32), pa se mnogi stručnjaci za obrazovanje trude pokazati da je ujedno i glavna svrha obrazovanja postizanje gospodarskog rasta. Pitanje razvoja čovjeka kroz obrazovanje, tj. humanistička dimenzija obrazovanja se izostavlja. Obrazovanjem se ne želi poticati kritičko i argumentirano mišljenje, kao niti inovativnost, već pokoravanje tradiciji i autoritetu. Inovativnost traži umove koji su fleksibilni, otvoreni i kreativni, a te se sposobnosti kultiviraju u književnosti i umjetnosti koje upravo nedostaju suvremenom obrazovanju, opterećenom profitom (Nussbaum, 2012;138). Događa se, prema Liessmannu, degradacija obrazovanja na „izobrazbu", a znanja na „humani kapital" kojim se može računovodstveno raspolagati. Od škola se želi napraviti poduzeća, a znanje se određuje svojom upotrebnom vrijednošću dok se stručnost stavlja ispred obrazovanosti. Znanstvenika je potisnuo znanstveni menadžer. Prvom je cilj *istina*, drugom *efikasnost*. Menadžeri znanja vjeruju da je znanje resurs koji se u okviru poduzeća može *optimirati, raspodijeliti, gomilati, uvoziti, izvoziti i dijeliti poput ostalih sirovina i postupaka* (Liessman, 2008).
Gospodarski rast, mjeren konkurentnošću i profitom, tako postaje imperativ razvoja i razvijenosti suvremenih demokracija kojemu je sve podređeno, posebice obrazovanje.

3. Promjene u strukturi stanovništva

Kakva je obrazovna struktura stanovništva u Hrvatskoj, koliko se pridaje vrijednosti ljudskog kapitala te simboličkog i kulturnog u hrvatskom društvu? Statistički podaci mogu nas donekle približiti odgovoru na ovo vrlo složeno i zahtjevno pitanje. Potpuniji odgovor možda ćemo dobiti iz pitanja o uspješnosti procesa tranzicije. Tu je, dakako, riječ o prijelazu iz jednog sustava u drugi i drugačiji, o tranziciji sustava vrijednosti, tranziciji političkog sustava, tranziciji gospodarstva. Uspješnost tranzicije u mnogome ovisi o obrazovnoj strukturi stanovništva, o obrazovnom sustavu i odnosu društva prema potrebi obrazovanja. Za kvalitetan odnos najodgovornija je vladajuća elita, primarno ona politička i gospodarska (poduzetnička)[512], koja nije ozbiljnije poradila na jačanju gospodarskih potreba za kvalitetnim obrazovanjem. Unatoč takvom nepoticajnom odnosu, obrazovni se prosjek stanovništva poboljšavao. Podaci iz zadnjih pet popisa stanovnioštva to zorno potvrđuju.
U Tablici 1. Vidi se taj napredak kroz godine popisa stanovništva od 1961. do 2011. godine. U pedesetogodišnjem razdoblju dogodile su se dvije bitne promjene u odnosu na obrazovanje: (1) obrazovanje je prestalo biti samo zakonska obveza roditelja prema svojoj djeci, (2) nestalo je spolne diskriminacije u obrazovanju. To potvrđuju brojevi u Tablici 1., npr. 1961. je 85,6% stanovnika ostalo na (ili ispod) razini osnovnog obrazovanja, 2011. je taj broj pao na 30,8%. Visoko obrazovanje se povećalo s 1,8% 1961. na 16,4% 2011. godine. Pri tome je porastao broj visokoobrazovanih žena – 2011. je veći nego broj muškaraca: 16,7% žena, 16,0% muškaraca.

Tablica 1. Stanovništvo staro 15 i više godina s najvišom završenom školom (%)

Godina	Osnovno obrazovanje ili manje			Srednjoškolsko obrazovanje			Visoko obrazovanje		
	Ukup	M	Ž	Ukup	M	Ž	Ukup	M	Ž
1961.	85,6	77,8	92,4	12,6	19,4	6,8	1,8	2,8	0,8
1971.	75,9	66,6	84,3	20,5	28,4	13,4	3,6	5,0	2,3
1981.	65,1	55,5	73,8	28,5	36,4	21,3	6,4	8,1	4,9
1991.	54,0	45,5	61,7	36,5	43,4	30,3	9,5	11,1	8,0
2001.	40,6	32,2	48,3	47,4	55,0	40,5	12,0	12,8	11,2
2011.	30,8	23,8	37,2	52,6	60,0	45,9	16,4	16,0	16,7

* Razlika do 100,0% odnosi se na nepoznatu razinu obrazovanja
Izvor: Popis stanovništva 2011. (www.dzs.hr, pristup 17.3.2014.)

Analizirajući raspoređenost visokoobrazovane populacije danas u Republici Hrvatskoj uočava se njena neravnomjernost. Među stanovništvom starijim od 15 godina u Hrvatskoj je 16,4% visokoobrazovanih. Taj prosjek, međutim, u prikazanim područjima[513] nije ujednačen (Tablica 2.). Zagreb, kao najveći imigracijski centar unutar Hrvatske, gospodarski najaktivniji i najrazvijeniji dio ima iznadprosječnu zastupljenost

[512] J. Županov prikazuje poduzetničku elitu koja treba provesti tranziciju kao izrazito nepoduzetničku orijentiranu na *posjedovanje* i *trošenje* te na *političku podobnost*. Za nju Županov piše da je *dezindustrijalizirajuća, descijentizirajuća, retradicionalizirajuća* i *birokratska*. (Županov, 2001:22-33)

[513] Podjela Republike Hrvatske na navedena područja je autorova. Kriteriji su bili: demografska kretanja, gospodarska živost i razvijenost pojedinih područja.

visokoobrazovanih, čak 29%. Potom dolaze Istra i Kvarner s 18,6%, te Dalmacija s 16,8%. Znatno ispod prosjeka su ostala područja. Područje Slavonije je posljednje s 10,6% visokoobrazovane populacije. Takva je raspoređenost visokoobrazovane populacije jasan indikator povezanosti obrazovanja i gospodarskih aktivnost te, u konačnici, i razvijenosti područja. Slavonija, Baranja i Zapadni Srijem upravo su područje zatvaranja tvornica, propadanje malih poljoprivrednih gospodarstava i odlaska mlade obrazovane populacije u druge krajeve.

Tablica 2. Raspoređenost visokoobrazovanog stanovništva u RH (Popis 2011.)

Područje	Stanovništvo starije od 15 godina	Visoko obrazovano stanovništvo
Republika Hrvatska	3632461 (100%)	595233 (16,4%)
Grad Zagreb	673958 (100%)	195326 (29,0%)
Sjeverozapadna hrvatska (Zagrebačka, Varaždinska, Međimurska, Krapinsko-zagorska, Koprivničko-križevačka, Bjelovarsko- bilogorska županija)	820875 (100%)	90557 (11,0%)
Karlovac – Sisak – Gospić (Karlovačka, Sisačko-moslavačka, Ličko-senjska županija)	302997 (100%)	34383 (11,3%)
Dalmacija (Šibensko-kninska, Zadarska, Splitsko-dalmatinska, Dubrovačko-neretvanska županija)	720120 (100%)	121255 (16,8%)
Istra i Kvarner (Istarska, Primorsko-goranska županija)	439467 (100%)	81910 (18,6%)
Slavonija i Baranja (Osječko-baranjska, Vukovarsko-srijemska, Požeško-slavonska, Brodsko-posavska, Virovitičko-podravska Županija)	675044 (100%)	71802 (10,6%)

Izvor: Popis stanovništva 2011. (www.dzs.hr, pristup 18.3.2014.)

Informatizacija je zahvatila i hrvatsko društvo, možda nedovoljno glede potreba držanja koraka s razvijenim društvima, ali ipak dovoljno znakovito za prepoznavanje trenda porasta broja korisnika interneta. Broj privatnih kućanstava koja koriste internet prešao je polovinu (50,6%). U Tablici 3. Vidi se prosjek Hrvatske, ali i odstupanja u pojedinim područjima, a što se može vezivati uz demografska kretanja, gospodarsku živost i razvijenost pojedinih područja. Zagreb, kao centar svih zbivanja u Hrvatskoj, ima najviše privatnih kućanstava koja koriste internet u odnosu na ukupan broj hrvatskih kućanstava s internet priključkom (24,6%). To je veći udio od udjela u ukupnom broju privatnih kućanstava (20 %). Također ima najveći broj istih u samom Zagrebu u odnosu na broj kućanstava (62,4 %). Poslije Zagreba je područje Istre i Kvarnera, gdje čak 53,2 % privatnih kućanstava koristi internet. Na trećem je mjestu područje Dalmacije s 49,6 %, a na četvrtom područje sjeverozapadne Hrvatske s 49,1% privatnih kućanstava koja koriste internet. Slavonija ima 44,1 % privatnih kućanstava koja koriste internet, a što je 16% od ukupnog broja kućanstava koja koriste internet. Taj je omjer znatno manji nego omjer broja privatnih kućanstava Slavonije u odnosu na ukupan broj kućanstava Hrvatske, 18,4%. Središnja je Hrvatska (Sisak, Karlovac, Gospić) s 39,6 % privatnih kućanstava koja koriste internet na posljednjem mjestu.

Tablica 3. Korištenje interneta u kućanstvima u RH (Popis 2011.)

Područje	Ukupan broj privatnih kućanstava	Kućanstva koja se koriste internetom
Republika Hrvatska	1519038 (100%) (100%)	769317 (50,6 %) (100%)
Grad Zagreb	303441 (100%) (20,0 %)	189422 (62,4 %) (24,6 %)
Sjeverozapadna hrvatska (Zagrebačka, Varaždinska, Međimurska, Krapinsko-zagorska, Koprivničko-križevačka, Bjelovarsko- bilogorska županija)	313014 (100%) (20,6 %)	153607 (49,1 %) (20,0 %)
Karlovac – Sisak – Gospić (Karlovačka, Sisačko-moslavačka, Ličko-senjska županija)	129742 (100%) (8,5 %)	51429 (39,6 %) (6,7 %)

Dalmacija (Šibensko-kninska, Zadarska, Splitsko-dalmatinska, Dubrovačko-neretvanska županija)	297911 (100%) (19,6 %)	147744 (49,6 %) (19,2 %)
Istra i Kvarner (Istarska, Primorsko-goranska županija)	195741 (100%) (12,9 %)	104067 (53,2 %) (13,5 %)
Slavonija i Baranja (Osječko-baranjska, Vukovarsko-srijemska, Požeško-slavonska, Brodsko-posavska, Virovitičko-podravska Županija)	279189 (100%) (18,4 %)	123055 (44,1 %) (16,0 %)

Izvor: Prema podacima Popisa stanovništva 2011. (www.dzs.hr, pristup 14.3.2014.)

Kada je riječ o informatičkoj pismenosti kroz korištenje interneta kod stanovnika Hrvatske starijih od 10 godina, ona iznosi 57,4%. Njeno kretanje oscilira u podijeljenih 6 područja (Tablica 4.). Iznad prosjeka su Zagreb (68,2 %), Dalmacija (67,7 %) te Istra i Kvarner (61,0%). Ispod prosjeka su Slavonija (52,6 %), Sjeverozapadna Hrvatska (52,5 %) i Središnja Hrvatska (50,8 %).

Tablica 4. Korištenje interneta kod stanovnika starijih od 10 godina u RH (Popis 2011.)

Područje	Ukupan broj stanovnika starijih od 10 g	Stanovnici stariji od 10 g. koji koriste internet
Republika Hrvatska	3867863 (100%) (100%)	2221978 (57,4 %) (100%)
Zagreb	713270 (100%) (18,4%)	486870 (68,2 %) (22,0%)
Sjeverozapadna hrvatska (Zagrebačka, Varaždinska, Međimurska, Krapinsko-zagorska, Koprivničko-križevačka, Bjelovarsko- bilogorska županija)	876798 (100%) (22,6%)	460441 (52,5 %) (20,7%)
Karlovac – Sisak – Gospić (Karlovačka, Sisačko-moslavačka, Ličko-senjska županija)	311508 (100%) (8,1%)	158337 (50,8 %) (7,1%)
Dalmacija (Šibensko-kninska, Zadarska, Splitsko-dalmatinska, Dubrovačko-neretvanska županija)	669813 (100%) (17,3%)	453628 (67,7 %) (20,4%)
Istra i Kvarner (Istarska, Primorsko-goranska županija)	461440 (100%) (11,9%)	281318 (61,0%) (12,6%)
Slavonija i Baranja (Osječko-baranjska, Vukovarsko-srijemska, Požeško-slavonska, Brodsko-posavska, Virovitičko-podravska županija)	725034 (100%) (18,7%)	381384 (52,6 %) (17,1%)

Izvor: Prema podacima Popisa stanovništva 2011. (www.dzs.hr, pristup 15.3.2014.)

Navedene razlike po prikazanim područjima unutar Republike Hrvatske u informatičkoj pismenosti stanovnika starijih od 10 godina i dostupnosti interneta u privatnim kućanstvima pokazuju neujednačenu razvijenost područja, a što može biti posljedicom neprimjerene obrazovne politike, ali i siromaštva kraja, što nasljeđenoga što novonastaloga.
Prema dostupnim podacima Svjetske banke izdvajanje za obrazovanje u Hrvatskoj je u znatnom opadanju. Za primjer navodimo izdvajanje po studentu u Republici Hrvatskoj (% od BDP-a per capita) za dostupne godine (Tablica 5.).

Tablica 5. Izdvajanje po studentu (% BDP-a per capita)

1999.	2000.	2001.	2002.	2003.	2004.	2005.	2006.	2007.	2008.	2009.	2010.
35,8	42,4	-	29,2	26,6	-	-	-	25,2	29,4	26,5	23,3

Izvor: www.worldbank.org/indicator (pristup 28.1.2014.)

Osim što je došlo do smanjenja izdvajanja za visoko obrazovanje, vrlo je zabrinjavajuća i činjenica da su visokoobrazovani hrvatskom društvu samo teret, a ne resurs koji donosi višestruki povrat uloženih sredstava. To pokazuje porast nezaposlenosti među mladim i obrazovanim stanovništvom. U Tablici 6. su izdvojeni podaci o

broju nezaposlenih s višom, visokom školom te magisterijem i doktoratom. U razdoblju od 2004. do ožujka 2014. uočljiv je kontinuitet rasta nezaposlenih sve do 2012. (kada je ukupno viša, visoka, mr. i dr. iznosio 16,4%) da bi se početkom 2014. smanjio na 11,7%. Ako imamo podatak da je u popisu 2011. ukupno 16,4% stanovništva s višom i visokom školom, magisterijem i doktoratom, tada je njihov udio od 16,4 % (u 2012. godini) u ukupno nezaposlenima vrlo visok.

Tablica 6. Nezaposleni s višom i visokom školom, mragisterijem i droktoratom

Godina	Ukupno nezaposlenih	Završena viša škola	Završen fakultet, mr. i dr.
2004.	317577 (100%)	8660 (2,7 %)	12435 (3,9 %)
2005.	307851 (100%)	9189 (3,0 %)	12243 (4,0 %)
2006.	293153 (100%)	9194 (3,1 %)	12141 (4,1 %)
2007.	254484 (100%)	7903 (3,1 %)	10002 (3,9 %)
2008.	240445 (100%)	7828 (3,2 %)	9587 (4,0 %)
2009.	291545 (100%)	10688 (3,6 %)	13483 (4,6 %)
2010.	319845 (100%)	12572 (3,9 %)	17502 (5,4 %)
2011.	315438 (100%)	13757 (4,3 %)	18742 (5,9 %)
2012.	258214 (100%)	18429 (7,1 %)	24195 (9,3 %)
Ožujak 2014.*	384376 (100 %)	19638 (5,2 %)	384376 (6,5 %)

Izvor: http://statistika.hzz.hr

* Za 2014. podaci prema: *Mjesečni statistički bilten, 3/2014*., www.hzz.hr (pristup 16.4.2014)

4. Kakvu populaciju traži društvo znanja

Društvo znanja počiva na ekonomiji znanja koja treba radnike znanja. Ova tvrdnja je u hrvatskom društvu neprimjenjiva jer se gospodarstvo i obrazovni sustav „ne susreću". U prethodnom poglavlju je ukazano na visoku stopu nezaposlenosti mladog i obrazovanog kadra kao i na neujednačenu raspoređenost visokoobrazovanih unutar Hrvatske. Stagniranje gospodarstva, što zbog njegove nekonkurentnosti, što zbog učinaka svjetske gospodarske krize, podiglo je stopu nezaposlenosti na gotovo 20% radno sposobnog stanovništva. Pored nezadovoljstva nezaposlenih događa se i značajno nezadovoljstvo zaposlenih, posebice obrazovanih koji ne mogu koristiti stečeno znanje na poslu koji obavljaju, niti se mogu zadovoljiti niskim dohotkom koji ostvaruju na takvom poslu.

Preobrazovanost stanovništva svakako je ozbiljan problem koji odražava neusklađenost u startegiji razvoja kako obrazovanja tako i gospodarstva. Već je 70-ih godina prošlog stoljeća problem preobrazovanosti bio prisutan u ekonomskim analizama razvijenih ekonomija. Pokazalo se da tržište ne može apsorbirati povećanu ponudu visoko obrazovanih ljudi. Ako se taj problem multiplicira, kao što je slučaj u obrazovnim potrebama hrvatske ekonomije, tada su negativne posljedice višestruke: pogađaju obrazovane bez posla, obrazovane na poslu neprimjerenom obrazovanju, kao i samo gospodarstvo glede radnog učinka. M. Bečić navodi moguće učinke preobrazovanosti na radnom mjestu: (1) preobrazovani pojedinci zauzimaju nižu ekonomsku poziciju, imaju neispunjena očekivanja, posjeduju vještine i znanja koja ne koriste; (2) na radnom mjestu izražavaju nezadovoljstvo čestim mijenjanjem poslova, izostajanjem s posla, spremnošću na štrajk, industrijsku sabotažu, moguća okrenutost drogi, alkoholu. Sve to rezultira niskom radnom učinkovitošću i upitnošću kvalitete (Bečić, 2013:624,629-630).

Osim što preobrazovani radnici trpe ovaj nesklad između posla koji obavljaju i znanja i vještina koje su obrazovanjem stekli, značajnu štetu trpi i sama ekonomija iz čije se dobiti financira ovakvo, njoj nepotrebno, obrazovanje. To je, među inim, jedan od utjecajnih faktora zašto je u hrvatskoj javnosti raširena slika da se obrazovanjem, bez utjecaja drugih činitelja[514], ne može doći do posla, do odgovorne funkcije, do funkcije učešća u upravljanju poduzećem, do vlasničkih udjela u poduzeću i sl.

Kako studenti završnih godina ocjenjuju pozicioniranje obrazovanja i znanja u gospodarskim aktivnostima i u društvu uopće, pokazuju njihovi odgovori u nekoliko anketa. Ovdje prikazujemo odgovore na neka pitanja koja se tiču odnosa država/društvo – obrazovanje – gospodarstvo, a koja izdvajamo iz anketa provedenih 2011. i 2013. godine na završnim godinama diplomskog studija na Sveučilištu u Osijeku[515].

Iz ankete 2011. izdvajamo ova razmišljanja studenata:

[514] U članku „Između vrijednosti obrazovanja i negativnog sociokulturnog nasljeđa" ukazuje se na nasljeđe odnosa prema obrazovanju koje se u jednom dijelu može prikazati kao „visoko prihvaćanje vrijednosti obrazovanja uz istovremeno prihvaćanje koruptivnih načina uspjeha", a što može biti svojevrsna adaptacija na društvenu realnost obilježenu nepotizmom, mitom, političkom podobnošću i drugim oblicima koruptivnog ponašanja u tranziciji hrvatskog društva. (Šundalić, Pavić, 2011:951)

[515] Prva anketa je provedena u siječnju 2011. na pet fakulteta (Ekonomski, Pravni, Medicinski, Građevinski. Elektrotehnički) i Odjelu za matematiku. Uzorak su činili 361 student i studentica. Druga, nešto izmijenjena anketa provedena je u siječnja 2013. godine na šest fakulteta (Ekonomski, Filozofski, Pravni, Poljoprivredni i Učiteljski fakultet te na Sveučilišnom studiju kulturologije). Korišteno je 302 ispravna anketna upitnika.

1. *odnos obrazovanja i budućeg posla*: dvotrećinska većina (66,6 %) smatra da poslije završenog studija nisu osposobljeni za konkretan posao, a samo ih 16,4% misli suprotno (Tablica 7).

Tablica 7. O odnosu studiranja i budućeg posla

Kako biste opisali odnos studiranja i posla (karijere) koji Vas čeka poslije studija?	Frekvencije i %
1. Poznato je da ono što naučimo na studiju nije od velike koristi za kasniji posao.	239 (66,6 %)
2. Dobri studenti su jako dobro pripremljeni za posao koji ih čeka poslije diplomiranja.	59 (16,4 %)
3. Ne znam, nisam siguran/na.	61 (17,0 %)
Ukupno	359 (100%)

2. *hrvatski obrazovni sustav i potrebe gospodarstva*: iz frekvencija odgovora u Tablici 8 vidljivo je da nadpolovična većina ispitanika ne nalazi vezu obrazovnog sustava s potrebama gospodarstva (54,3%), da se uči niz nepotrebnih stvari (72,3%), da se više prate zahtjevi Europe nego hrvatske potrebe (55,5%). Također se *ne prihvaća* teza da obrazovni sustav prati potrebe gospodarskog i društvenog razvoja (7,2%).

Tablica 8. Ocjena obrazovnog sustava i gospodarskih potreba

Kako biste ocijenili *sustav obrazovanja* kroz koji ste do sada prošli (osnovna i srednja škola) i kroz koji sada prolazite (Vaš sadašnji studij)?	Ne slažem se	Nisam siguran	Slažem se	Ukup no
1. Hrvatski obrazovni sustav ima jako malo veze s potrebama hrvatskog gospodarstva.	7,7 %	38,0%	54,3%	100%
2. U hrvatskim školama previše se uči niz nepotrebnih stvari	8,6 %	19,1 %	72,3 %	100%
3. Hrvatski obrazovni sustav kao da više prati potebe Europe nego hrvatskog društva.	12,6 %	31,9 %	55,5 %	100%
4. Obrazovni sustav u Hrvatskoj dobro je usklađen s potrebama gospodarskog i društvenog razvoja.	55,1 %	37,7%	7,2 %	100%

3. *obrazovanje i karijera*: studenti ne polažu velike nade u diplomu glede uspješnosti karijere. Ona je tek na 5. mjestu. No, diploma i provjereno znanje i sposobnost su ipak treći po važnosti (za 8,6% ispitanika). Ipak, na tragu iskustva starijih, većina misli da najvažniji čimbenici jesu rodbinske i prijateljske veze (53,7%) te politička potpora (32,4%).

Tablica 9. Ključni čimbenici za postizanje karijere

Za postizanje uspješne karijere važno je:	Frekvencija i %	Rang
Članstvo u političkoj stranci	109 (32,4%)	2.
Rodbinske i prijateljske veze	181 (53,7%)	1.
Socijalno porijeklo (ugled obitelji, porijeklo iz nekog kraja i sl.)	2 (0,6%)	6.
Osobna snalažljivost	11 (3,3%)	4.
Diploma (završena potrebna razina obrazovanja)	4 (1,2%)	5.
Diploma i provjereno znanje i sposobnost za određeno radno mjesto.	29 (8,6%)	3.
Ukupno	336 (100%)	

Iz ankete 2013. izdvajamo ova razmišljanja studenata:

1. *odnos obrazovanja i budućeg posla*: nešto više od polovine ispitanika (51,3 %) smatra da poslije završenog studija nisu osposobljeni za konkretan posao. No, trećina ih u obrazovanju vidi priliku za zaposlenje i karijeru (33,4%). To je ipak pozitivan pomak u korist obrazovanja u odnosu na razmišljanje ispitanika od prije dvije godine (usporedi Tablice 7. i 10.).

Tablica 10. O odnosu studiranja i budućeg posla

Kako biste opisali odnos studiranja i posla (karijere) koji Vas čeka poslije studija?	Frekvencije i %
1. Poznato je da ono što naučimo na studiju nije od velike koristi za kasniji posao.	155 (51,3%)
2. Očekujem da će mi stečeno znanje otvoriti prostor za slobodno biranje radnog mjesta i karijere .	101 (33,4%)
3. Ne znam, nisam siguran/na.	46 (15,3%)
Ukupno	302 (100%)

2. *hrvatski društvo i obrazovni sustav*: odnos društva prema obrazovanju i onima koji se obrazuju izaziva u javnosti podijeljeno mišljenje. To pokazuju i sami ispitanici. U Tablici 11. najmanje je prihvaćena tvrdnja da hrvatska službena politika jako vodi računa o obrazovanju maladih (samo 12,5%). Slabo je prihvaćena i tvrdnja o svijesti u hrvatskom društvu da je obrazovanje put u ekonomsku samostalnost (26,1%). Značajan broj ispitanika vjeruje da je obrazovanje put u karijeru (41,8%). No, zabrinjavajuće je visok broj onih koji vjeruju, na tragu tradicije, da je obrazovanje put u lakši život (život bez fizičkog rada), njih čak 61%. Da je obrazovanje samo odgoda nezaposlenosti za mlade, prihvaća ih 38,1%, dok nije siguro čak 39,4%.

Tablica 11. Odnos prema obrazovanju (%)

Tvrdnje	Ne slažem se	Nisam siguran	Slažem se	Ukupno
1. U hrvatskom društvu službena politika jako vodi računa o obrazovanju mladih.	53,0	34,5	12,5	100%
2. U hrvatskom društvu visokoškolsko obrazovanje predstavlja samo odgodu nezaposlenosti za mlade.	22,5	39,4	38,1	100%
3. U hrvatskom su društvu svi svjesni da je obrazovanje put u ekonomsku samostalnost.	31,8	42,1	26,1	100%
4. U hrvatskom društvu se obrazovanjem omogućuje postizanje karijere.	19,8	38,4	41,8	100%
5. U hrvatskom se društvu obrazovanje shvaća kao put u lakši život (život bez fizičkog rada).	16,5	22,5	61,0	100%

3. *obrazovanje i poduzetnička karijera*: koji su čimbenici bitni za postizanje karijere u anketi iz 2013. istražili smo kroz pitanje o osnivanju i vođenju vlastite tvrtke. Da je politička potpora bitna za uspješno poslovanje, pokazuje tvrdnja 4 koju ne prihvaća samo 12,5% ispitanika. Ovdje je visok broj neodlučnih, ali još viši onih koji to potvrđuju (46,5%). Najmanje je prihvaćena tvrdnja 2 (samo 15,6%) što sugerira mišljenje da sami studenti ne vjeruju u važnost stručnosti za uspješno vođenje posla. Dvostruko više ih misli da svaka osoba neovisno o diplomi i obrazovanju može uspješno voditi tvrtku (tvrdnja 1, 29,4%).

Tablica 12. Uspješno vođenje vlastite tvrtke (%)

Tvrdnje	Ne slažem se	Nisam siguran	Slažem se	Ukupno
1. Osnovati vlastitu tvrtku i uspješno je voditi može svaka osoba neovisno o diplomi i obrazovanju.	31,5	39,1	29,4	100%
2. Osnovati vlastitu tvrtku i uspješno je voditi može samo stručna osoba (s diplomom).	48,1	36,3	15,6	100%
3. Osnovati vlastitu tvrtku i uspješno je voditi može ona osoba koja ima potporu onih koji u tome imaju iskustva (roditelji, prijatelji i sl.).	18,2	36,1	45,7	100%
4. Osnovati vlastitu tvrtku i uspješno je voditi može ona osoba koja ima potporu osoba na vlasti (lokalnoj ili državnoj)	12,5	41,0	46,5	100%

Prikazana razmišljanja i stavovi mladih koji su pri kraju fakultetskog obrazovanja pokazuju njihovu skeptičnost glede onoga što će im diploma donijeti. Problem preobrazovanosti je, čini se, jednak problemu neobrazovanosti, jer i prvi i drugi dijele sudbinu nepotrebnih gospodarskom i društvenom razvoju. Ako obrazovana radna snaga nije u temelju ekonomije koja se razvija, koja želi postići konkurentnost na globalnom tržištu, tada ta ekonomija ne nosi obilježje ekonomije znanja, kao što niti društvo u kojemu je takva ekonomija nije društvo znanja.

5. Zaključne teze

Očekivati je da će znanstvena postignuća donijeti čovječanstvu egzistencijalnu sigurnost u pogledu materijalnih dobara, zdravstvene zaštite, obrazovanja kao i u pogledu mira unutar i među državama. Suvremenost demantira ovakva očekivanja upravo suprotnim procesima. Glad, bolesti, nedostupnost obrazovanja, ratovi i terorizam jesu stvarnost za jedne, a ono prvo stvarnost za, globalno gledano, manjinu. Gdje su uzroci ovakvom stanju, različito se interpretira. Spomenimo razmišljanje Ch. Taylora koji modernitet ocrtava kroz tri nelagode: *individualizam, instrumentalizacija uma i gubljenje slobode* (Taylor, 2009:8-16). Svaka je od ovih nelagoda uočljiva u odnosu na obrazovanje i uporabu znanja. Svođenje znanja na ekonomski resurs koji je temelj nove ekonomske moći podrazumijeva da znanje i obrazovanje nisu opće dobro već sredstvo kojim se ostvaruje moć jednih nad drugima. U hrvatskom je slučaju instrumentalizacija znanja i obrazovanja dobila posebno obilježje koje je u naslovu problemski naznačeno kao „pozicioniranje obrazovanja u tranzicijskom vrednovanju činitelja razvoja hrvatskog društva“. Kroz prethodne je stranice pokazano da je u vrijeme tranzicije protekla dva desetljeća dominiralo nescijentističko vrednovanje činitelja razvoja, tj. činitelja stagnacije hrvatskog društva. Obrazovanje je

kritizirano zbog neučinkovitosti, skupoće održavanja sustava, tehnološke neosuvremenjenosti, neusklađenosti s društvenim, posebice gospodarskim potrebama i sl. Reforme koje su nagovještavane i poduzimane kako bi otklonile ove i druge slabosti do sada nisu dale konkretnih rezultata, a posebice ne u smislu zaživljavanja društva znanja koje se temelji na stalnoj potrebi za radnicima znanja. To se dobro vidi i u razmišljanju studentica i studenata završnih godina sveučilišnih studija u Osijeku.

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APPEAL MANAGEMENT AS A FACTOR IN CONSUMER BEHAVIOR

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Abstract
In a highly competitive environment conditions are logical and increased consumer expectations regarding the using products and services. I therefore directed towards him growing part of attention of participants of competition. Because, no matter how satisfied the consumer can be the factor the formation and strengthening, so is the dissatisfied consumer one of the most important variables of destruction the organizational reputation. To avoid the latter, one of the mechanisms is management of complaints of dissatisfied consumers. The object of this paper is just that - a quest to answer the question about why consumers complain about, what is happening if does not make it, but what if they use the practice of appeals. The underlying assumption is that mistakes, made by manufacturers or suppliers of goods and services, causing dissatisfaction among consumers that will be expressed to the company or will be informed other consumers. And the consequences are manifold – leaving the unsatisfied consumers or the absence of potential consumers. The paper is the result of empirical research, realized on the territory of the Bosnia and Herzegovina Federation.

Keywords: consumer, dissatisfaction, complaints, appeal management, trust

1. Uvod

Dinamičnost promjena sve očiglednija je odlika globalnog poslovanja, a manifestira se, među inim, i u ponašanju suvremenog potrošača. Visoko konkurentno tržište, naime, za posljedicu ima i stalan rast očekivanja potrošača u vezi s proizvodima i uslugama koje koristi. A to, opet, znači da je njegovo zadovoljstvo neizostavna pretpostavka formiranja i jačanja, kao što mu nezadovoljstvo može biti uzrok narušavanja i uništavanja poslovne reputacije svake organizacije.

Sve to, dakako, tjera na razmišljanje što činiti kako bi se izazvalo i jačalo zadovoljstvo, ali i amortizirali učinci izazvanog nezadovoljstva vlastitih potrošača? Kako parirati činjenici da oni, puno više nego u ranijoj povijesti, danas raspolažu informacijama, znanjima i inicijativom – i da ih je nemoguće tretirati tek pasivnim recipijentima?

Krajnje pogrešno bi, dakako, odgovor bilo tražiti u samo jednom smjeru djelovanja sudionika u tržišnoj utakmici. U ovom radu, međutim, koncentracija se usmjerava na jedan iz niza takvih čimbenika – žalbeni menadžment, dakle upravljanje žalbama potrošača i popravku nedostataka kao element organizacijske strategije na putu do zadovoljnog potrošača. Jer, jedino u uvjetima ostvarenog i održanog zadovoljstva potrošača moguće je računati i na dugoročnu konkurentsku prednost u oštroj tržišnoj utakmici.

Žalbe potrošača, međutim, podrazumijevaju samo jednu formu izražavanja njihova nezadovoljstva. Stoga se, uz žalbe kao činjenice, postavlja i niz drugih pitanja. Koji, primjerice, razlozi potrošača tjeraju na žalbe prema proizvođačima ili, pak, distributerima roba i usluga. Ili, što se događa u situacijama kada se potrošač ne žali, kakve su posljedice takva ponašanja i slično.

U kontekstu empirijskog istraživanja, realiziranog za potrebe teorijskog zaključivanja, tragalo se za odgovorima na pitanje kako rješavanje žalbi utječe na ponovnu kupnju. Utječe li, primjerice, koncept žalbenog menadžmenta na sveukupno zadovoljstvo i ponašanje potrošača, jesu li, potom, potrošači koji se žale više zainteresirani za partnerski odnos s poduzećem u odnosu na one koji ne iskazuju svoje nezadovoljstvo, kako zaposleni mogu doprinijeti unapređenju procesa upravljanja žalbama itd?

Cilj je, dakako, doći do komponenti dobrog sustava upravljanja žalbama – do odgovora na pitanje kako efikasno rješavati nastale probleme, kako žalbe riješiti na pravi način, kakva je veza između sustava upravljanja žalbama i zadovoljstva potrošača, kako učiti iz iskustva u rješavanju problema, kako povećati lojalnost potrošača itd.

Polazeći od tako definiranog predmeta i ciljeva, u istraživanje se ušlo s radnom hipotezom da ***žalbeni menadžment utječe na ponašanje potrošača***.[516] Da bi se došlo do empirijskih pokazatelja za testiranje postavljene hipoteze, korišten je *anketni upitnik* kao instrument, dijelom i *analiza sadržaja* putem koje će se prikupljati podaci različitih bibliografskih jedinica, kao što su članci objavljeni u stručnim i znanstvenim časopisima, nepotpisani radovi i tekstovi objavljeni na različitim internet domenama. Na koncu, empirijsko istraživanje je realizirano na uzorku od 500 ispitanika na prostoru Federacije BiH.[517]

2. Nekoliko teza o žalbenom menadžmentu

Generalno, žalbeni menadžment podrazumijeva ukupnost mehanizama, pristupa i tehnika, koje poduzeća – bilo da se radi o proizvođačima ili, pak, distributerima njihovih roba i usluga – koriste kako bi povećali zadovoljstvo potrošača svojim proizvodima i uslugama.[518] A to, još konkretnije, podrazumijeva ukupnost akcija s ciljem da se identificiraju žalbe koje upućuju na određene slabosti poduzeća, spriječe negativne implikacije iskazanog nezadovoljstva i, na koncu, nanovo uspostavi željeno zadovoljstvo potrošača.

Žalbeni menadžment je, drugim riječima, na djelu uvijek kada poduzeće ima problem sa žalbama potrošača zbog nezadovoljstva njegovim proizvodom ili uslugom. A nezadovoljstvo je samo posljedica razlike između očekivanja u vezi s određenim proizvodom i uslugom s jedne, te percepcije u vezi s tim što se od istog proizvoda i usluge dobilo – pri čemu su očekivanja uvijek, manje ili više izraženo, veća od onoga što je, po svojoj osobnoj percepciji, potrošač od konkretnog proizvoda ili usluge dobio.

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[516] Pri tome su kao indikatori za mjerenje žalbenog menadžmenta (kao nezavisne varijable) uzeti stimuliranje žalbi (poticanje da se izrazi nezadovoljstvo), usvajanje žalbi (rukovanje primljenom žalbom), obrada žalbi (informiranje potrošača) te, na koncu, reakcija na žalbu (rješenje postojećeg problema). Za mjerenje ponašanja potrošača kao zavisne varijable korišteni su ponašanje potrošača prilikom kupovine i korištenja proizvoda, ispunjenje očekivanja potrošača te, na koncu, lojalnost potrošača.

[517] U istraživanje je uključeno 58% žena i 42% muškaraca. S druge strane, u istraživanju je sudjelovala i raznorodna dobna populacije – 31% ispitanika starosne dobi od 18-30 godina, 26% njih između 31-40 godina, 37% starosne dobi 41-55 godina te, na koncu, 6% ispitanika životne dobi 56 godina i više. U uzorak je uključeno 50% ispitanika s višom i visokom naobrazbom, 49% njih sa srednjom, te svega 1% s osnovnom školom. Pri tome, većina ispitanika (njih 62%) je zaposlena u privatnom sektoru, značajno manje (37%) u državnim institucijama i, na koncu, 1% u međunarodnim organizacijama.

[518] Određenje preuzeto od Budovich J. et.al. (2002), *Customer Complaint Management, A Guide for Canadian Business*, str.13, http://cmcweb.ca/eic/site/cmc-cmc.nsf/vwapj/ConsumerComplaints.pdf/$file/ConsumerComplaints.pdf (14.01.2014.)

Ne intervenira li u tom slučaju ponuđač konkretnog proizvoda ili usluge, nezadovoljstvo potrošača može imati različite negativne učinke – da neće kupovati njegove proizvode u budućnosti, da će biti sumnjičav i prema svim ostalim ponudama istog ponuđača, da će negativno raspoloženje prenositi i na druge potrošače – a time utjecati i na smanjivanje dobiti i slično.[519]

Jedini problem, dakako, nije intervenirati u slučaju žalbi potrošača. Problem je, naprotiv, što nezadovoljan potrošač nerijetko svoje žalbe, umjesto poduzeću i njegovu osoblju, usmjerava na sasvim drugu stranu – prema prijateljima, drugim potrošačima,[520] a time, onda, poduzeće dovodi u problem potencijalno puno većeg otpora od onog kojeg pojedinačni potrošač sam za sebe može proizvesti.

Naravno da se u vezi s tim mora postaviti pitanje – zašto potrošač „bježi" od iskazivanja svoga nezadovoljstva i žalbe prema onome kod koga je proizvod ili uslugu nabavio? I, ako bi se htjelo odgovoriti, izvjesno je da su razlozi tome različiti. Dio ih je, uostalom, moguće pronaći i u rezultatima provedenog empirijskog istraživanja.[521]

Što se, pak, samog ponuđača proizvoda i usluga tiče, iskazivanje nezadovoljstva potrošača je i njemu svojevrsna pomoć – poruka, zapravo, da im je do vaših proizvoda stalo i da ih intervencije u vezi s iskazanim žalbama i dalje mogu zadržati kao lojalne.[522] A to, dalje, znači, da izostankom manifestacije nezadovoljstva organizacija gubi priliku da prepozna i riješi problem, ostavljajući i potrošača i poduzeće nezadovoljnim.

Promatra li se, pak, okvir na kojem se žalbeni menadžment prostire, identificirati je moguće osam područja njegove odgovornosti. Četiri od njih – stimuliranje žalbe, njezino usvajanje i obrada te, na koncu, reakcije na žalbu – dio su direktnog žalbenog menadžmenta, izravno utiču na doživljaj potrošačeve žalbe i imaju posebno značenje za upravljanje odnosa s potrošačima. Druga četiri – vrednovanje žalbe, controlling žalbenog menadžmenta, reporting žalbe i korištenje informacija žalbe – elementi su indirektnog procesa žalbenog menadžmenta koji se odvija bez kontakta s potrošačima i značajan je za upravljanje kvalitetom.[523]

Na koncu, za žalbeni menadžment je neobično važna i uloga koju u procesu upravljanja žalbama imaju zaposlenici. Od načina, naime, na koji oni reagiraju na dospjele žalbe ovisi hoće li kupac osjećati da ga se tretira ozbiljno, hoće li se pronaći odgovarajuće rješenje te, na koncu, hoće li se povratiti poljuljano zadovoljstvo potrošača.

Pri tome, dakako, treba znati da upravljanje žalbama nije zadatak samo osoblja iz službe za odnose s potrošačima, već svih zaposlenih koji s potrošačima imaju izravan kontakt, prodajnog osoblja posebice. A svi oni, na čisto teorijskoj ravni, na žalbe potrošača mogu reagirati i na poželjan i na nepoželjan način.[524] Hoće li dominantan biti jedan ili drugi, ovisi o nizu elemenata – znanju i umijeću prije svega.[525]

3. Upravljanje žalbama potrošača u svijetu

Mnoge svjetske kompanije su prepoznale važnost odnosa prema žalbama potrošača. Zato ne treba ni čuditi da ih je sve više koje osmišljavaju postupke i procese za njihovo prikupljanje i praćenje. Jer, najveći dio njih se, na neki način, odnosi na kršenje nekog od prava potrošača. A popis tih prava je doista bogat. Prema podacima *Federal Trade Commission*, primjerice, na tržištu SAD su tijekom 2013. godine najučestalija kršenja prava potrošača vezana za činjenicu da roba i usluga nikada nije dobivena, da je, potom, zabilježen neuspjeh u povratku proizoda, da je kupljeni proizvod neispravan ili loše kvalitete i slično.[526]

No, i u američkim uvjetima veoma česte su situacije da se potrošači ne obraćaju žalbama poduzećima od kojih su proizvode i usluge kupili. Naprotiv, svoje nezadovoljstvo vrlo često izraze, i sa širokom publikom

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[519] Schüller, M. Anne (2010), *Wie Sie erfolgreich mit Reklamationen umgehen*, str.2, http://www.germanspeakers.org/tl_files/articles/anne-schueller-20111023-191506.pdf (19.11.2013.)

[520] Prema nekim procjenama tek svaki dvadeseti nezadovoljni potrošač se odlučuje na iskazivanje nezadovoljstva i žalbu prema tvrtci kod koje je problematični proizvod ili uslugu kupio. Svi ostali, međutim, radije se odlučuju na proizvode ili usluge drugih ponuđača zbog očekivanja da bi im oni mogli donijeti veće zadovoljstvo.

[521] U prilog tome govore i slijedeći odgovori u istraživanje uključenih: Svakako me niko ne bi ni saslušao; Nisam znao kome da se obratim; Posljednji put kada sam se žalio, ništa se nije dogodilo; Jednostavno se ne isplati; Osoba na koju sam se želio žaliti bi izgubila svoj posao; Nisam znao što da kažem u toj situaciji, i još neki.

[522] Rupčić N. (2012.), *Pritužbe kupaca: Dar s neba!*, str.1., http://bib.irb.hr/prikazi-rad?&rad=396544 (22.12.2013.)

[523] http://wirtschaftslexikon.gabler.de/Definition/beschwerdemanagement.html (19.11.2013.)

[524] Nepoželjne su, primjerice, sve reakcije tipa "Ovo je ogroman problem", "Niste u pravu! To je pogrešno", "Pa i nije tako strašno","Ja za to nisam zadužen", "To je nemoguće", "Ovdje Vam ja zaista ne mogu pomoći","Preživjeli smo i gore", "Vi ste prvi koji to tvrdite", "Niste jedini koji ima problem" i njima slične. Ali, zato su poželjne reakcije tipa "Mogu zamisliti da Vas to ljuti", "Odmah ću se pobrinuti o tome", "Učinit ću sve što je u mojoj moći", "Nažalost, došlo je do nesporazuma", "Žao mi je! Oprostite, molim Vas", "Odmah ću saznat ispravnu informaciju", "Osobno ću se pobrinuti o tome", "Žao mi je da se upravo Vama to dogodilo", "Razumijem Vas, suosjećam se s Vama" i tom slične (preuzeto od Schüller M., A., op.cit,. 15.)

[525] Da bi se, pak, do toga došlo, neophodna pretpostavka je permanentni trening kako bi se ostvarile vješte reakcije.

[526] Najučestalija kršenja prava potrošača u 2013. godini na tržištu SAD su: Roba i usluga nikad nije dobivena (15%), neuspjeh u povratku proizvoda (11%), neispravna i loša kvaliteta (8%), neovlašteno korištenje podataka (6%), naplaćeno za neispravnu robu ili uslugu (4%), roba ili usluga nije u skladu s ciljem (3%), neuspjeh u jamstvu (3%), neobjavljene i neutemeljene optužbe (2%), te ostale prijevare (20%) i ostalo (28%), *Federal Trade Commission*, http://www.ftc.gov/, (27.04.2014.)

podijele posredstvom medija. Taj detalj, međutim, uočavaju i kompanije, a time im oni služe i kao izvor informacija u rješavanju žalbi potrošača i unapređivanju njihovih sustava upravljanja. Mediji, drugim riječima, u značajnoj mjeri pomažu da se do potrošača dođe, da ga se u vezi s osobnim problemom kontaktira, a potom i njegova žalba nastoji rješavati. Sudi li se prema podacima *Federal Trade Commission*, tijekom 2013. godine američka su poduzeća svoje potrošače, o problemima koji su im se javljali u vezi s kupljenim proizvodima ili uslugama, kontaktirali na različite načine. Komunikacija putem e-maila i web stranica je, dakako, u velikom porastu. No, i u američkim uvjetima se još uvijek dosta intenzivno koristi telefon, najvjerojatnije zbog uvjerenja kako se njegovim korištenjem može dobiti brži odgovor na pritužbu ili izraženo nezadovoljstvo kupljenim proizvodom ili uslugom.[527]

Dostupni podaci, potom, upućuju na zaključak kako su SAD zemlja s najvećim brojem žalbi potrošača, ali i najvećim brojem sjedišta poduzeća prema kojima se pritužbe proslijeđuju (Tabela 1). Ali, oni istodobno upućuju i na zaključak da su SAD uspjele potaknuti potrošače da se žale i iskoriste prava koja im jamči američki zakon za zaštitu potrošača.

Tabela 1. Potrošači i sjedišta poduzeća s najvećim brojem žalbi u svijetu

Lokacija potrošača	Pritužba	Lokacija poduzeća	Pritužba
SAD	14,616	SAD	4,728
Australija	1,642	Kina	3,573
Ujedinjeno Kraljevstvo	1,219	Ujedinjeno Kraljevstvo	1,357
Francuska	965	Indija	520
Kanada	750	Kanada	297
Indija	284	Francuska	272
Bugarska	230	Slovačka	254
Brazil	187	Austrija	230
Španjolska	157	Njemačka	221
Meksiko	151	Nigerija	215

Izvor: http://www.econsumer.gov/english/resources/trends.shtm (27.04.2014.)

Tabelarni podaci (Tabela 1), međutim, upućuju i na još neke zaključke. Nedvojbeno je, prije svega, da poduzeća u razvijenim zemljama razumiju značaj rješavanja žalbi, te da, sukladno tome, poduzimaju mjere za izgradnju unutarnjih procesa i kontrole koja se temelji na dosljednosti, transparentnosti i jasnim pogledima na razvoj svojih proizvoda i usluga. Statistički pokazatelji, potom, za razvijene zemlje značе i svojevrsni poticaj u stvaranju zdravog poslovnog okruženja, promicanje konkurentske snage na tržištu, te za prepoznavanje važnosti edukacije i zagovaranja mišljenja potrošača.

4. Rezultati empirijskog istraživanja

Dobiveni empirijski pokazatelji upućuju, prije svega, na zaključak kako sklonost žalbama prema ponuđačima proizvoda i usluga zbog neke vrste osobnoga nezadovoljstva nije pretjerana osobina ni bosanskohercegovačkih potrošača. Zapravo, tu vrstu iskustva ima tek svaki četvrti, u istraživanje uključeni građanin.[528]

Apostrofirani podatak, istina, i ne mora imati negativan predznak. Mnogo više od toga, međutim, upozorava učestalost sklonosti žalbama. Ona je, naime, kod potrošači, pa i onih koji žalbe prakticiraju, krajnje rijetko ispoljena.[529] A to, opet, znači da je relativno mala i baza koja bi postojećim poduzećima mogla poslužiti kao izvor informacija o njihovim proizvodima i uslugama, pa i intervencija koje bi u vezi s njima trebali poduzeti kako bi dobili i zadovoljna i lojalna potrošača. Poznata je činjenica da su potrošači koji koriste mogućnost podnošenja žalbi, i koji su zadovoljni načinom na koji ih konkretno poduzeće rješava, lojalniji od onih koji tu mogućnost ne koriste.[530]

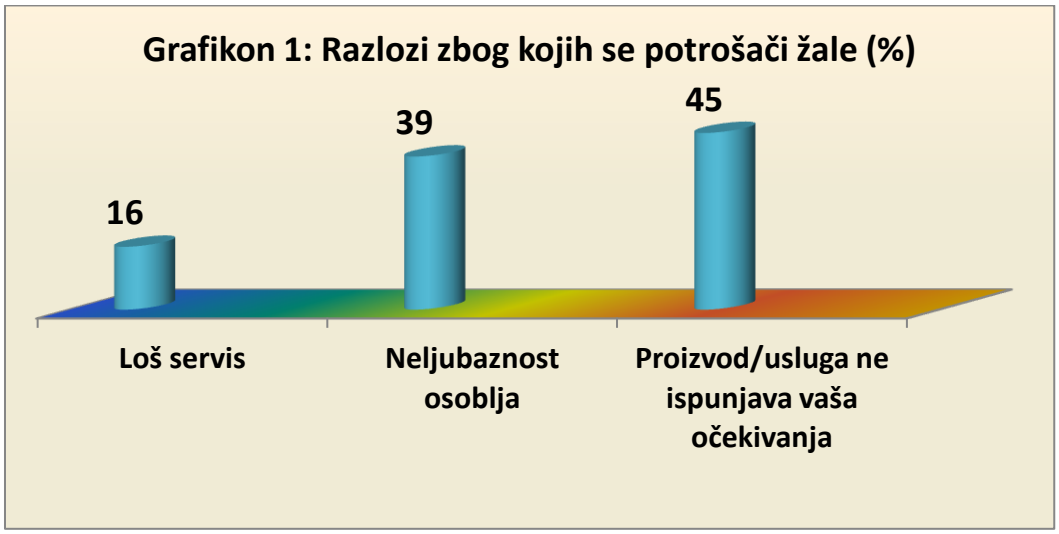
[527] Najčešći kontakt je, naime, uspostavljan e-mailom (32%), potom Internet-web stranice (21%), telefonom (19%), mailom (5%), te korištenjem ostalih komunikacijskih oblika (19%). *Federal Trade Commission*, http://www.ftc.gov/, (27.04.2014.)

[528] Na pitanje, naime, "Da li ste se ikad žaliti nekom poduzeću?" 73% ispitanika se izjasnila da se nikad nije žalila, dok je 27% tu vrstu iskustva doživjela.

[529] Čak 95% od onih koji su iskustvo žalbe doživjeli se samo ponekad tijekom godine na tu vrstu iskazivanja vlastitoga nezadovoljstva odlučuju, onih, pak, koji to rade često je svega 5%, dok oni, koji to čine skoro uvijek, provedenim istraživanjem uopće nisu identificirani.

[530] Prema svim istraživanjima, skupinu lojalnih potrošača čini 60% onih koji mogućnost žalbi koriste – pod uvjetom, dakako, da su zadovoljni načinom na koji se njihov problem riješi – i tek 40% onih koji tu mogućnost ne koriste.

Što je, međutim, razlog žalbama prosječnog bosanskohercegovačkog potrošača? Teorijski, to se događa uvijek kada je percipirana vrijednost proizvoda ili usluge manja od one koju je potrošač očekivao. Empirijsko istraživanje, pođe li se od takvog teorijskog okvira, upozorava posebice na tri detalja (grafikon 1)

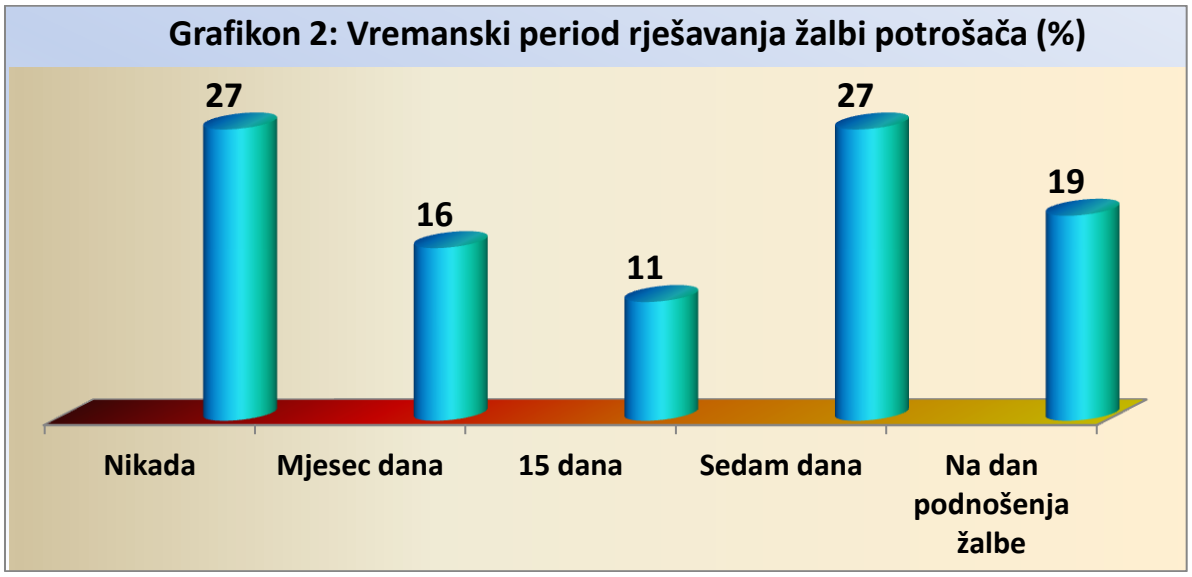


Prosječan potrošač se, što je iz prethodnog grafikona i vidljivo, najčešće žali zbog činjenice da proizvod ili usluga nisu ispunili njegova očekivanja. Razlog žalbi su, potom, iako nešto manje učestalosti, i različite forme manifestacije neljubaznosti prodajnog osoblja. Isključiti, na koncu, ne treba ni loš servis – iako, za njega se, u konkretnim uvjetima, i ne bi moglo reći da je odlučujući.

Ako je, međutim, temeljem empirijskih pokazatelja suditi, rezultati podnesenih žalbi ne mogu biti i siguran razlog eventualnom ohrabrenju potrošača. Još konkretnije, udio negativnih odgovora na podnesene žalbe je takav da, objektivno, može biti i jedan od uzroka nezadovoljstva potrošača.[531] A to, drugim riječima, sugerira sud kako bosanskohercegovačka poduzeća ni danas ne prepoznaju žalbu i informaciju iz nje kao priliku za poboljšanje proizvoda i usluga koje na tržištu nude. I ne samo to. Informacije do kojih se, u kontekstu provedenog istraživanja, došlo upućuju na zaključak kako je praksa poduzeća na području Federacije BiH da povratne informacije od svojih timova ili potrošača – umjesto da im to bude stalan posao – prikupljaju samo jednom godišnje. A takav pristup, dakako, daleko je od onog koji bi u uvjetima zaoštrene tržišne konkurencije bio i preporučljiv i poželjan.

Osim odnosa pozitivno i negativno riješenih žalbi, za zadržavanje potrošača koji, zbog različitih razloga, u formi žalbe iskaže svoje nezadovoljstvo, važan je i vremenski okvir u kojem se na njegovu žalbu odgovori. Testiraju li se, primjerice, poduzeća, najveći dio ih je uvjerenja kako su to u mogućnosti, i kako to i čine u vremenu prihvatljivom za potrošača. Sudi li se, međutim, temeljem sudova potrošača, upitno je koliko takva uvjerenja poduzeća imaju uporište u realnom životu (grafikon 2).

[531]Od ukupno podnesenih žalbi, naime, 54% njih je pozitivno, a 46% negativno riješeno.



Podaci provedenog empirijskog istraživanja su, najblaže kazano, upozoravajući. Na dan podnošenja žalbi potrošača, naime, poduzeća reagiraju kod tek 19% njih – ni u svakom petom slučaju podnesene žalbe. A zapravo, poduzeće koje svoje potrošače želi zadržati bi, nakon što žalbu zaprimi, trenutačno moralo reagirati u svim situacijama – bez izuzetka. U slučaju, međutim, poduzeća koja su uključena u istraživanje – a to bi, po svemu, mogla biti i zakonomjernost tržišta istog prostora – stvarnost je radikalno drugačija. U preko četiri petine svih podnijetih žalbi reakcija je ili zakašnjela ili, pak, do nje nikada nije ni došlo.

Apostrofirani podatak, dakako, upućuje i na još jedan zaključak – da postoji, i to radikalno izražen nesklad između očekivanja potrošača prilikom podnošenja žalbi i iskustava do kojih dolaze u procesu njihova rješavanja. Ako se, naime, potrošač odluči na žalbu, logičan je sud kako u vezi s njom ima i optimistično očekivanje – da, još konkretnije, vjeruje kako će se njegov problem brzo i učinkovito riješiti.

Ishod koji je suprotan tome – koji se manifestira u formi dužeg čekanja na odgovor poduzeća ili, što je još radikalnije, da odgovor nikad ni ne dobije – a takav ishod je, ako je temeljem empirijskih rezultata suditi, indikativan u najvećem broju podnijetih žalbi, u uvjetima zaoštrene tržišne konkurencije za posljedicu može imati samo neku formu razočarenja, a time i značajan postotak odluka pojedinačnih potrošača da uskrate povjerenje ponuđaču roba i usluga kojemu su do tada bili lojalni. Naravno da takav scenarij na svakom poduzeću ostavlja negativan trag – da se profitabilnost ne povećava nego poprima trend pada, da sve to počinje izazivati lančanu reakciju, stvarati nove probleme i iste stalno zaoštravati.

Takav odnos prema žalbama potrošača izravno se manifestira i u razini njihova zadovoljstva prema načinu na koji se rješavaju njihove žalbe. Preko polovice svih, u istraživanje uključenih potrošača, potpuno je ili uglavnom nezadovoljno pristupom u rješavanju njihovih žalbi u vezi s kupljenim proizvodima i uslugama. O dominantnom nezadovoljstvu, međutim, govore i neki drugi empirijski pokazatelji.[532]

Promatra li se, pak, zadovoljstvo rješavanja žalbi prema kriteriju demografske strukture potrošača, prethodno izrečeni sudovi dobivaju još jasnije konture. Veći stupanj nezadovoljstva je, primjerice, karakterističniji za žensku nego mušku potrošačku populaciju.[533] S druge strane, nezadovoljstvo se, što se obrazovne strukture potrošača tiče, naučestalije manifestira kod fakultetski obrazovane populacije,[534] a radi li se o njezinoj starosnoj dobi – kod populacije u životnoj dobi 41-55 godina života.[535]

Sve to, međutim, za posljedicu nema i postupanje koje bi bilo vrlo logično – da se zbog nedovoljno brzog rješavanja njihovih žalbi, ili izostanka bilo kakve volje da se o žalbi i razmišlja, poduzeću okrenu leđa i da se potrošač okrene drugim proizvođačima ili distributerima određenih roba i usluga. Dapače. Manje od dvije petine svih potrošača[536] se, sudi li se prema dobivenim empirijskim pokazateljima, nakon lošeg iskustva s podnošenjem žalbi okreće drugim proizvođačima i ponuđačima proizvoda i usluga. To, istina, nije zanemarivo.

[532]Načinom na koje se njihove žalbe rješavaju, još konkretnije, potpuno ili uglavnom je nezadovoljno 56% u istraživanje uključenih ispitanika, 5% ih je uglavnom ili u potpunosti zadovoljno, dok ih se čak 39% nije moglo preciznije odrediti (odgovorili su da niti su zadovoljni, niti nezadovoljni.

[533]Nezadovoljstvo načinom rješavanja žalbi, manifestirano u različitim intenzitetima, identificirano je kod 32% muške i čak 43% ženske, u istraživanje uključene populacije.

[534]Rješavanjem podnesenih žalbi uglavnom je ili izrazito nezadovoljan svaki drugi, u istraživanje uključeni potrošač, njih 40% sa srednjom, te svega 2% s osnovnom školom.

[535]Rješavanjem podnesenih žalbi uglavnom je ili izrazito nezadovoljno 24% potrošača u dobi 31-40 godina, 32% u dobi 18-30, te 33% u dobi 41-55 godina života.

[536]Točnije, u pitanju je 38% svih, u istraživanje uključenih potrošača.

Naprotiv, posljedica su u pravilu i poslovni i financijski problemi. Ali, nije ni udio koji bi se, objektivno, mogao očekivati.

Činjenica, međutim, da loše iskustvo sa žalbama za sobom povlači otkazivanje tek dvije petine ukupne lojalnosti, tjera na još jedno pitanje – čemu žalbe? I, ima li se uopće smisla žaliti? Ako je, po uzorku uključenom u empirijsko istraživanje suditi, svrha žalbi je, u konkretnom sociokulturnom ambijentu dakako, krajnje upitna. Preko tri petine u istraživanje uključenih, još konkretnije, dijeli uvjerenje kako su žalbe, zapravo, još jedna forma gubljenja vremena – i ništa više.[537]

Bilo kako bilo, ostaje činjenica da se, na prostoru provedenog istraživanja dakako, relativno veliki udio potrošača ne odlučuje na žalbe.[538] Zašto, gdje su razlozi tome? Ako je, naime, prema dobivenim empirijskim pokazateljima suditi, krajnje pogrešno bi ih bilo tražiti na samo jednom mjestu (Grafikon 3).

Nema dvojbi, glavni razlog treba tražiti u uvjerenju prosječnoga potrošača kako od podnesene žalbe ne treba očekivati nikakvu pozitivnu reakciju. Ako je, pak, to dominantno uvjerenje – a posebno je pitanje, opet, na čemu se ono temelji, na iskustvu, stereotipijama, nečem trećem – logičan je odnos svojevrsnog ignoriranja žalbe kao mogućnosti rješavanja kupovinom proizvoda ili usluge izazvanog problema.

Beznačajan, potom, nije ni udio u ukupnoj potrošačkoj populaciji onih koji posao u vezi s podnošenjem žalbi doživljavaju svojevrsnim – i to prevelikim naporom. Zašto? Ovim istraživanjem se odgovore na tu vrstu pitanja nije tražilo – iako, iz znanstvene perspektive bi i to bilo intrigantno. No, nije nemoguće da se oni kriju iza dvije vrste razloga – iza, prije svega, uvjerenja kako sav taj napor neće donijeti ništa, ali iza uvjerenja kako se radi o intelektualnom poslu kojeg se ne može uraditi osobno, a angažiranje drugog za posljedicu može imati dodatne, ponekad i troškove čija je vrijednost veća od potencijalne koristi.

Na koncu, relativno značajan dio potrošača ima problem elementarne informiranosti – jer ni sami ne znaju kome bi se žalbom obratili.[539] No, svojevrsna zbrka u glavama potrošača govori i o još jednom problemu – da ni sama poduzeća nisu učinila dovoljno kako bi njihova komunikacija s klijentima, dakle potrošačima, bila transparentna, a onda, bez dvojbi, i puno uspješnija no što stvarno jeste.

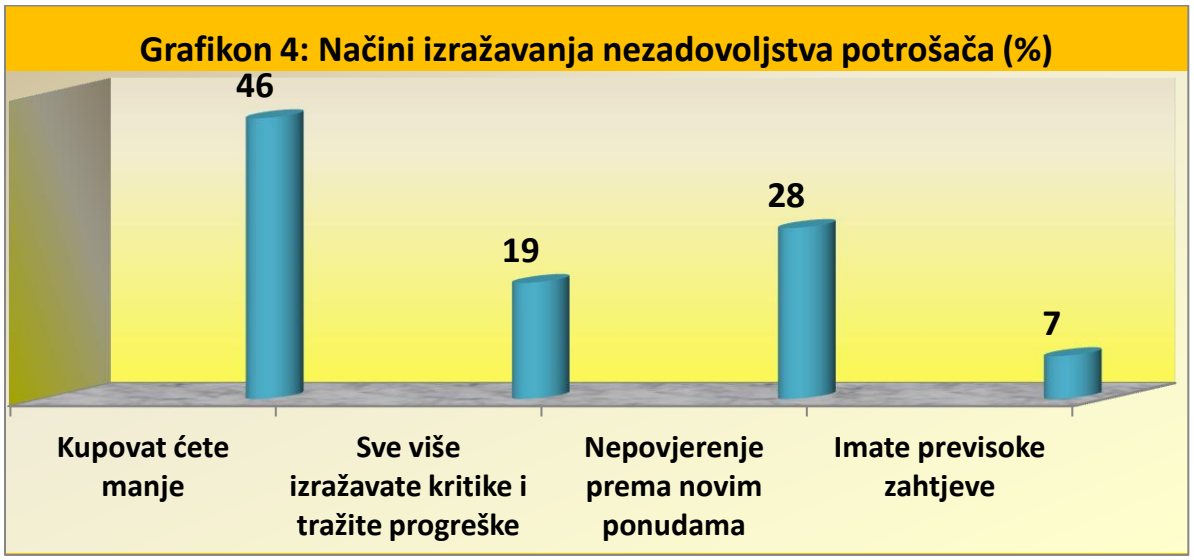
Svi istraživanjem identificirani dominantni razlozi odustajanja od žalbi govore u prilog tezi kako su – barem na prostoru provedenog istraživanja, iako smo skloni uvjerenju da ni na prostoru jugoistočne Evrope uopće, pa i širim svjetskim relacijama stanje nije posebno drugačije – promjene u svijesti prosječnoga potrošača izazov koji će se i u budućnosti postavljati pred različite društvene subjekte. Među njima, sasvim izvjesno, posebnu pozornost zaslužuju udruge za zaštitu potrošača. Ali, ništa manja nije ni uloga poduzeća koja potrošačima nude svoje proizvode i usluge. Otvoren i transparentan, odnos koji ostavlja dojam da poduzeće pred svojim kupcima ne skriva ništa, može biti faktor pojačavanja njihove veze s njihovim potrošačima. Ali, i dojam kako takvih detalja ima, i kako ih poduzeće tretira dijelom poslovne tajne, može izazvati odnos nepovjerenja i biti uzrok otkazivanju lojalnosti dijela njegovih potrošača.

[537]Čak 62% ispitanika, naime, dijeli uvjerenje kako se nema svrhe žaliti, a samo 38% njih da se neke promjene mogu dogoditi ukoliko se žalimo i poduzeće primi žalbu kao pozitivnu promjenu.

[538]Već je istaknuto, čak 73% ispitanika se izjasnila da se nikad nije žalila

[539]U prilog tome, među inim, govori i još jedan podatak – da 82% u istraživanje uključenih vjeruje kako bi se, u slučaju da se odluče na žalbu, istom trebali obratiti direktoru poduzeća, a 18% njih da bi to trebali učiniti kod osoblja poduzeća kojem žalbu podnose.

Izostanak brze i učinkovite reakcije temeljem iskazanih žalbi potrošača u pravilu je uzrok različitih formi nezadovoljstva koje bi tek moglo uslijediti. O kakvim je oblicima nezadovoljstva riječ – i koji među njima su učestaliji od ostalih?



Nešto detaljniji uvid u rezultate provedenog istraživanja daje mogućnost odgovora i na to pitanje (Grafikon 4). Po srijedi je, prije svega, reakcija koja se mogla i pretpostaviti – da će nezadovoljan potrošač od poduzeća kojim je nezadovoljan kupovati manje no što je prakticirao do tada. I ne samo to. Nezadovoljan će potrošač svoje iskustvo relativno često prenositi i drugim potencijalnim kupcima proizvoda i usluga istog poduzeća – utjecat će, drugim riječima, na kreiranje negativne usmene propagande. A njezin rezultat mogu biti dosta različite posljedice. Jedna od njih je, recimo, nepovjerenje prema novim ponudama istog poduzeća. Jedna od posljedica, potom, može biti i sve otvorenija kritika, pa i sve izrazitija sklonost traženju pogrešaka kod istog poduzeća i u najsitnijim i najnebitnijim detaljima. Jedna od posljedica, u konačnici, mogu biti i sve veći, nerijetko i nerealno visoki zahtjevi prema ponudama takvog poduzeća.[540]

Imaju li se prethodne spoznaje, sasvim logičan je sud da je odjel za upravljanje odnosima s potrošačima od izuzetnog značenja za uspješno poslovanje svakog poduzeća. S druge strane, upravljanje tim odnosima, žalbama kupaca posebice, može se pospješiti na različite načine. U stvarnosti, međutim, poduzeća nerijetko ne ulažu ni minimum napora kako bi to i učinili. Promatra li se, primjerice, Federacija BiH, u najvećem dijelu slučajeva poduzeća ne doživljavaju žalbe kao dio strategije za stvaranje lojalnih potrošača. U prilog tome, uostalom, govori i podatak da čak 60% svih poduzeća nema ni odjel, ni stručno osoblje za rješavanje žalbi.[541]

Istini za volju, za apostrofirani prostor se ne bi moglo reći kako ima educirane i potrošače. Čak polovica svih potrošača, sudi li se prema empirijskom istraživanju, nije upoznata sa svojim pravima i zaštitom koju im jamči Zakon o zaštiti potrošača u BiH.[542]

5. Zaključak

Žalbeni menadžment podrazumijeva ukupnost mehanizama, postupaka i instrumentarija kako bi se izazvalo i jačalo zadovoljstvo, ali i amortizirali učinci izazvanog nezadovoljstva vlastitih potrošača? U kontekstu ovog rada – iako se samo na to ne mogu svesti ni uzroci ni pojavne forme nezadovoljstva potrošača – težište je stavljeno na žalbe, kojima se potrošači, zbog nezadovoljstva kupljenim proizvodima i uslugama, obraćaju poduzećima kod kojih su ih nabavili.

Pri tome je za cilj, kojeg se htjelo ostvariti, postavljeno dolaženje do komponenti dobrog sustava upravljanja žalbama – od pitanja kako žalbe riješiti na pravi način, preko toga kakva je veza između sustava upravljanja žalbama i zadovoljstva potrošača, do pitanja kako učiti iz iskustva u rješavanju problema, kako povećati lojalnost potrošača.

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[540] Navedeno potvrđuje i izreka "Dobar glas daleko se čuje, loš još dalje" s kojom se slaže 82% potrošača.

[541] U preostalih 40% poduzeća, koja imaju praksu praćenja i rješavanja žalbi potrošača, dosta pokazatelja upućuje na zaključak kako im je pristup više formalan nego izraz stvarne svijesti da na taj način potrošača mogu za sebe i vezati.

[542] Slijedećih 42% potrošača ima samo djelomične informacije o istom zakonu što, dakako, nije i dovoljno kako bi bili u mogućnosti zaštititi se od neetične prakse – a tek 8% ih vjeruje kako ovaj zakon poznaju u dovoljnoj mjeri da se s takvom praksom različitih poduzeća mogu nositi.

Kako bi postavljeni cilj bio i ostvaren, u istraživanje se ušlo s hipotezom da *žalbeni menadžment utječe na ponašanje potrošača*. Empirijsko istraživanje, realizirano na prostoru Federacije BiH, postavljenu hipotezu je samo dijelom potvrdilo.

Istraživanje je, prije svega, rezultiralo spoznajom da razlozi žalbama potrošača dosta raznovrsni – ali i da su relativno najčešći vezani za činjenicu da proizvod ili usluga nisu ispunili njihova očekivanja, zbog, potom, neljubaznosti prodajnog osoblja i slično. Pokazalo se, potom, da je visoka stopa slučajeva da se na podnijete žalbe nikada ne odgovara, ali i relativno nizak udio slučajeva da nadležne službe poduzeća u vezi s podnesenim žalbama reagiraju promptno – tijekom dana u kojem je žalba i zaprimljena. Takav pristup, dakako, može rezultirati samo jednim – da je preko polovice, u empirijsko istraživanje uključenih potrošača, potpuno ili uglavnom nezadovoljno pristupom u rješavanju njihovih žalbi.

Takvo stanje stvari bi, po logici, za posljedicu moralo imati otkazivanje lojalnosti i okretanje potrošača drugim proizvođačima i distributerima proizvoda i usluga. No, ako je suditi po empirijskim rezultatima, to nije i dominantna praksa potrošača na prostoru provedenog istraživanja. I ne samo to. Preko tri petine u istraživanje uključenih vjeruje kako su žalbe u konkretnom sociokulturnom ambijentu samo gubljenja vremena – i stoga se na tu vrstu akcija ni ne odlučuje.

To, doduše, ne znači da svoje nezadovoljstvo kupljenim proizvodom i uslugom, posebice imaju li negativno iskustvo s podnesenim žalbama, potrošači neće na određeni način i iskazati – da će u konkretnom poduzeću, primjerice, prestati uopće ili će, u najboljem slučaju, značajno manje kupovati, da će biti puno nepovjerljiviji prema novim ponudama takvog poduzeća i slično.

Sve to, na koncu, vodi jedino mogućem zaključku – da odjelu za upravljanje odnosima s potrošačima pripada puno veće značenje od onog koje mu se, na prostoru provedenog istraživanja dakako, pridaje.

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BETWEEN ENTERTAINMENT AND RISK: SOME BEHAVIORAL ASPECTS OF ONLINE GENERATIONS

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Abstract
Internet is a particular representative of new media that are characteristic for networked society and digital age in a post-industrial context. Daily usage of the Internet overcomes spheres of work commitments and leisure in real and virtual space, so their borders are becoming arbitrary. In this paper we refer to the original empirical research based on a sample of 1987 participants across Croatia, involving children (10-14 years) in elementary schools and youth (15-20) in high schools, where we point out, among other issues, purpose and frequency of Internet use. Our results confirm that the research participants mainly use the Internet for entertainment (music, games, videos, movies) and socialization (interactive communication on social networking sites) from home and school. As third of children and youth use mobile devices for Internet access, we refer them as *mobile generation*

that spends online several hours a day. The implications of the latter are particularly intriguing in the domain of personal data where we noted children and youth tendency for personal data disclosure via Internet what intensifies their vulnerability in virtual communities, as in real life. In a broader societal context our findings indicate a complex ambivalence of the Internet as a medium whose infiltration into the daily lives of children and young generates social challenges in a dynamic collision of fun and risk. Thus, risky entertainment becomes characteristic for online generations.

Keywords: Internet, post-industrial age, children and youth, entertainment, personal data

1. UVOD

Novi mediji i tehnologije su prepoznatljivost suvremenog društva. Schmidt i Cohen (2014) već u naslovu knjige *Novo digitalno doba* akcentiraju kako *nove tehnologije mijenjaju ljude, države, ali i kako ćemo živjeti i poslovati*. Računalne mreže i kompjuterizacija su se udomaćile i u privatnim prostorima ljudskih domova postavši, prema Kumaru (2005), elektroničkim kolibama. Odrastanje u tehnološki opremljenim društvima priliči ljudima dvadeset i prvog stoljeća koji se po Rifkinu (2005) u velikoj mjeri razlikuju od prethodnih generacija jer se, između ostalog, provode u *cyberspaceu*. Zbog toga ih naziva *dot.com* generacijom tipičnom za post-industrijska društva (Rifkin, 2005: 235-236). Prema podacima Državnog zavoda za statistiku u Hrvatskoj je 2013. godine zabilježen porast korištenja Interneta u svim dobnim skupinama, a posebno se ističe populacija između 16 i 24 godine. Upravo su to najbrojniji korisnici Interneta po dobi jer ga koristi 97% njih pa ne čudi da je uporaba Interneta raširena kod većine đaka i studenata. Pojedina novija istraživanja u Hrvatskoj su skrenula pažnju na osobitosti korištenja Interneta kod najmlađih generacija što se inače u Hrvatskoj nije podrobnije analiziralo. Istraživanje Hrvatskog telekoma i GFK[543] (2013: 4) o navikama i iskustvima korištenja Interneta u Hrvatskoj među djecom od 6 do 18 godina provedeno tijekom 2013. godine pokazalo je kako se prosjeku Internet prvi puta počinje koristiti u dobi od 6 do 9 godina te je primijećeno da se dobna granica korištenja Interneta spušta pa ga mlađa skupina koristi (sve) ranije u odnosu na starije dobne skupine. Da različiti rizici prate djecu i mlade pri korištenju Interneta naglasio je Hrabri telefon sa suradnicima u sklopu nekoliko serija istraživanja (2004., 2008., i 2013. godine) o internetskim iskustvima mladih umreženih generacija[544]. Castells (2010) spominje kako se novi mediji na čelu s Internetom baziraju na interaktivnosti subjekta, sadržaja i samog medija iz čega promišljamo višeznačan odnos društva, pojedinca i tehnologije. Iako se Internet nerijetko okrivljava za eroziju socijalnog kapitala, raspad zajednice i slabljenje društvenih odnosa (prema DiMaggio i sur., 2001), prisutan je i afirmativni pogled na njegov društveni i individualni učinak. Određeni autori interpretiraju Internet kao socijalizacijski medij (Ilišin, 2002) koji omogućava izgradnju (hibridnih) identiteta te ga drže platformom društvenosti u kojoj se mladi uče socijalnim pravilima, potvrđuju društvene norme i sudjeluje u umreženoj javnosti (Colli sur., 2011; Boyd, 2010). Neuvažavanje mladenačkih značenja, percepcija i očekivanja od Interneta dovodi do odveć simplicističkih i u paternalističkih interpretacija ponašanja mladih na mreži, navodi Boyd (2010). Vezano uz navedeno, Willett (2008) komentira kako su rasprave o *online* aktivnostima djece i mladih često (pre)naglašavale njihove štetne, osjetljive i problematične aspekte[545]. Ovakva deterministička pozicija djecu i mlade vidi kao pasivne konzumente medija, ignorirajući kompleksnost njihova odnosa. Pozicija koja u svjetlu mogućnosti promatra konzumaciju medija od strane djece i mladih stoga će naglasiti medijski doprinos u potpirivanju njihove kreativnosti, preispitivanja, informiranja, interaktivnosti. Novi digitalni mediji su prema tome osnažujući potencijal jer djeci i mladima pružaju platformu za identitetsku konstrukciju i ekspresiju. Autorica također upozorava na rizik od odveć optimističnog rakursa na djecu i mlade u novim medijima gdje se lako mogu previdjeti unutarnje strukture i vrijednosti koje ih prate (Willett, 2008: 50). Referentni europski okvir za razumijevanje znanja, praksi i iskustava korištenja Interneta i *online* tehnologija među djecom i njihovim roditeljima, pružilo je istraživanje *EU Kids Online.* U njemu Livingstone sa suradnicima (2011) ambivalentno sagledava *online* aktivnosti djece. S jedne strane se navodi kako iste donose određene beneficije poput povećanja dječje digitalne pismenosti, ali se ne osporavaju i s njima povezani rizici, namjerni ili slučajni. „Veće korištenje upućuje na dublju ukorijenjenost *online* aktivnosti u svakodnevne živote djece u domu, školi i s prijateljima. Dok manje korištenje može reflektirati izbor nekorištenja Interneta, također može indicirati digitalno, a moguće i društveno, isključenje“ (Livingstone i sur., 2011: 21). Koje su specifičnosti djece i mladih na Internetu u Hrvatskoj, sagledavamo u daljnjem tekstu.

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[543] Više o istraživanju GfK i Hrvatskog telekoma (2013) na: http://www.t.ht.hr/pdf/istrazivanje_roditeljska_zastita.pdf (Pristupljeno 17.4.2014).

[544] Hrabri telefon i suradnici (2004) navode sljedeće rizike upotrebe Interneta od strane djece i mladih: „izlaganje eksplicitnim i neprimjerenim sadržajem poput pornografije, nasilja, dezinformacija, mržnje, itd.; direktnu komunikaciju s *on-line* predatorima; izloženost uznemirujućim *e-mail* porukama; izolaciju usred dugotrajnog korištenja Interneta“ (Buljan Flander i sur. 2004: 5). Više o istraživanju na: http://www.hrabritelefon.hr/wp-content/uploads/dijete-i-internet.pdf (Pristupljeno 15.3.2014).

[545] Primjerice, u domaćem kontekstu Ružić (2011) se fokusira na cyber-krađu, cyber-nasilje, cyber-pornografiju, cyber-kriminal, itd., polazeći do shvaćanja Interneta kao *opasnog medija* u kojem su djeca *najlakša meta* (2011: 166).

2. METODOLOGIJA ISTRAŽIVANJA

U radu se pozivamo na originalno empirijsko istraživanje[546] na uzorku od 1987 učenika/ca diljem Republike Hrvatske koji uključuju populaciju djece (10-14 godina) u osnovnim školama i mladih (13-15) u srednjim školama Republike Hrvatske. U istraživanju se orijentiramo na svrhu i učestalost korištenja Interneta kako bi istražili, objasnili i opisali dominantne internetske sadržaje među djecom i mladima na osnovu čega raspravljamo o nekim učincima korištenja Interneta kod djece i mladih. Djecu i mlade razmatramo kao jedinstvenu populaciju na osnovu dobi koja ih generalno čini ranjivom (izloženom i neotpornom) populacijom na utjecaje Interneta. „Vunerabilnost djece proizlazi iz činjenice da onda prolaze kroz intenzivan proces socijalizacije i da su vrlo podložna različitim utjecajima" (Ilišin, 2001: 21).

Istraživanje je kvantitativno te se provodilo od kraja mjeseca siječnja do početka ožujka 2012. godine metodom *on-line* anketnog upitnika. Upitnikom je obuhvaćeno 19 pitanja zatvorenog tipa s time da je ostavljena opcija slobodnog odgovora u za to predviđenu rubriku, ukoliko ni jedan od ponuđenih odgovora sudionicima nije bio odgovarajući. Istraživanje je provedeno među učenicima u osnovnoj školi koje smo operacionalizirali kao populaciju djece te među učenicima srednjih škola koje smo operacionalizirali kao populaciju mladih. U istraživanju je sudjelovalo ukupno dvadeset i četiri škole od kojih je četrnaest osnovnih i deset srednjih škola diljem Hrvatske. Škole su izabrane iz glavnih regija/županija/gradova Hrvatske po slučajnom odabiru. Udio ženskih ispitanica je 56,8% te 43,2% muških ispitanika. Kod odabira srednjih škola ispitanika vodilo se računa da se u uzorak uključe gimnazije, tehničke, strukovne i umjetničke škole s čijim smo stručnim vodstvom prethodno dogovorili termine održavanja istraživanja, pribavili potrebne dozvole te unaprijed poslali informativne materijale o detaljima projekta. Istraživanje je poštivalo integritet sudionika kojima je omogućeno da u nekoj fazi ispunjavanja upitnika odustanu te se u potpunosti poštovala njihova anonimnost. Sudionicima je prije početka ispunjavanja upitnika navedena svrha i cilj istraživanja, a svima je bio dostupan preglednik osnovnih pojmova kojima su se sudionici mogli potpomoći tijekom ispunjavanja upitnika ukoliko im neki od navedenih pojmova iz upitnika bio dubiozan.

3. REZULTATI I RASPRAVA

3.1 Neke značajke korištenja Interneta kod djece i mladih prema mjestu spajanja na Internet, svrsi korištenja Interneta i učestalosti korištenja pojedinih internetskih usluga

Među ispitanicima smo za početak provjerili **mjesto spajanja na Internet** kako bi utvrdili postoje li određene pravilnosti u korištenju Interneta prema lokaciji, s time da su ispitanici mogli naznačiti više odgovora.

Gotova većina njih ili 95% pristupa Internetu kod kuće. U istraživanju GfK i Hrvatskog telekoma (2013: 4-7) također se navodi da većina djece i mladih pristupa Internetu kod kuće. Tako 77% mladih od 15 do 18 godina prednjači po svakodnevnom pristupu Internetu preko PC uređaja kod kuće. Nalazi Livingstone i sur. (2011: 19-20) u sklopu projekta *EU Kids Online* provedenom u 25 europskih zemalja pokazuju kako se 87% djece od devete do šesnaeste godine koristi Internetom od doma, bilo da ih gotovo pola ili 49% Internet koristi iz vlastite sobe ili slične privatne prostorije, bilo da ih 38% iz neke druge prostorije od doma pristupa Internetu. I za brojnu europsku djecu, Internet je postao privatni fenomen. Slično kao i u našem istraživanju, Livingstone i sur. (2011: 20) pokazuje da je škola sljedeća lokacija odakle djeca najčešće koriste Internet.

Naime, pet od šest ispitanika u našem istraživanju se priključuje na Internet u školi. Ovaj podatak možemo shvatiti dvojako. Moguće da se djeca i mladi koriste Internetom u nastavne svrhe, što je znak da je većina škola informatički opremljena, ali i da su *online* za vrijeme nastave. Potonje može biti znakovit za nastavno osoblje koje će se jamačno u budućnosti sustavno susretati s problemom učeničke pažnje, posebno zbog mogućnosti pristupa Internetu za vrijeme nastave preko različite (minijaturne) tehnologije. U prilog tome ide podatak kako se preko mobilnog telefona na Internet spaja nešto više od dvije trećine učenika, njih 68,4%. Mlada generacija očito je *u koraku* s Internetom.

Istraživanje GfK i Hrvatskog telekoma (2013) spominje 96% mladih od 15 do 18 godina koji svakodnevno pristupaju Internetu preko mobitela ili pametnih telefona. Istraživanje Livingstone i sur. (2011: 5) pokazuje pak kako trećina djece koristi Internet preko mobilnih uređaja. Eurostat 2012[547] također potvrđuje popularnost korištenja Interneta preko mobilnog uređaja u Europskoj Uniji, jer ga oko 60% mladih između 16 i 24 godina koristi. Mobilnim Internetom, upozoravaju Livingstone i sur. (2011), djeca izmiču roditeljskom utjecaju. S obzirom na popularnost spajanja na Internet putem mobitela pretpostavljamo kako dio djece i mladih iz našeg istraživanja pri tome koristi tzv. *pametne telefone* (engl., *smartphones*) nove generacije. U opticaju su još i razni ručni uređaji (engl. *handheld devices*) kao što je iPod Touch koji predstavljaju fleksibilizaciju pristupa(nja) Internetu (Livingstone i sur., 2011: 20-21). Očekujemo da će u skoroj budućnosti korištenje

[546] Rezultati istraživanja su dio šireg istraživačkog međunarodnog projekta Hrvatske, Poljske i Mađarske o percepciji zaštite osobnih podataka među djecom i mladima u kojima je autorica sudjelovala kao ovlaštena istraživačica.

[547] Eurostat, statistic in focus. 50/2012. Industry, trade and services.
Izvor: Eurostat online data codes: isoc_ci_ifp_iu, isoc_cimobi_dev (Pristupljeno 7.1.2014.)

Interneta putem mobilnih telefona rasti s obzirom da je na razini Hrvatske 2013. godine registrirana sve veća dostupnost mobilnih uređaja poput tableta, mobilnih telefona i USB modema koji koriste 3G tehnologiju[548].

Značajan dio ispitanika odgovara kako pristupa Internetu u društvu. Tako se nešto manje od dvije trećine ili 64,4% djece i mladih spaja na Internet kod prijatelja. Ovo ukazuje na socijalni karakter spajanja i surfanja Internetom koji se ne mora nužno shvatiti kao medij izolacije ni prema mjestu korištenja. Naznačeni podatak može ukazivati da djeca i mladi Internet percipiraju kao potencijal za specifično socijalno povezivanje u materijalnoj sferi i svojstveno umrežavanje u virtualnoj sferi. Spomenimo i kako dio ispitanika (12%) odlazi u Internet kafiće kako bi se priključili na Internet.

Nadalje se zanimamo za **svrhu korištenja** Interneta kod djece i mladih. Želimo utvrditi radi li se o *zabavnoj* (glazba, igre, video, itd.); *edukativnoj* (školski materijali, učenje, itd.); *socijalnoj* (druženje, stvaranje prijateljstava, društvene mreže itd.); *konzumerističkoj* (Internet prodaja i kupovina, oglašavanje ponude, itd.) svrsi korištenja Interneta kod djece i mladih ili djeca i mladi naprosto *surfaju* Internetom *bez određenog razloga*.

Preko 95% naših ispitanika izjavljuje da koriste Internet za zabavu, bilo da slušaju glazbu, igraju video-igrice, gledaju i postavljaju video *clipove* i sl. Internet se potvrdio kao karakterističan izvor zabave novih generacija. Kako većina od kuće pristupa Internetu koristeći ga najviše u svrhu zabave, teza Kumara (2005: 178) o dokolici i zabavi unutar privatnosti doma korištenjem tehnologije, odgovara praksi djece i mladih u hrvatskom kontekstu. To ne čudi jer su određeni autori potvrdili prvenstvo zabavne funkcije medija, poput Ilišin (2003) u istraživanju o ulozi medija u svakodnevnom životu djece u Hrvatskoj.

Istraživanje GFK i Hrvatskog telekoma (2013) pokazuje da svi adolescenti Internet koriste u svrhu zabave. Ovisno o interesima, najmlađi (6 do 9 godina) najviše igraju igrice (93%), dok srednje (10. do 14. godine) i starije (15 do 18 godina) dobne skupine uglavnom komuniciraju s prijateljima i poznanicima ili gledaju raznovrsne zabavne sadržaje.

Osim zabavne, prisutan je i edukativni karakter Interneta pa u našem istraživanju gotova trećina djece i mladih odgovara kako koriste Internet u svrhu edukacije, za učenje ili pripremu školskih materijala.

Indikativan je istraživački podatak koji upućuje na razvijenu komercijalnu uporabu Interneta kod osnovnoškolaca i srednjoškolaca. Pošto su o ovom aspektu u Hrvatskoj inače skromna istraživanja, smatramo važnim ukazati kako 22,4% ispitanih djece i mladih koristi Internet u neku od komercijalnih svrha. Prema ovome, gotovo svako peto dijete i mladi u Hrvatskoj koristi *online* kupovinu, prodaju, oglašavanje, itd. Ulaskom Hrvatske u Europsku uniju i ukidanjem carinske zone za zemlje članice, očekujemo da će postotak korisnika *online* kupovine rasti.

Također je znakovito da petina djece i mladih surfa Internetom bez posebne svrhe. Moguće da se, u situaciji kada mladi nemaju alternativne načine provođenja vremena, Internet nudi kao prostor razbibrige. Livingstone i sur. (2011: 30) navode kako su se brojna djeca, njih četvero od deset, prepoznalo u izjavi da se uhvate kako surfaju Internetom kada i nisu naročito zainteresirani, mada je samo 16% onih koji tvrde da im se to događa često. Moguće da je tome razlog dosada no, s obzirom da se kod našeg istraživanja radi o 20,5% ispitanika, nije na odmet upozoriti kako je ovaj udio ispitanika kritička populacija za razvijanje ovisnosti o Internetu (Ružić, 2011: 157; Livingstone i sur., 2011: 29-30) koja bi se uskoro mogla službeno kvalificirati kao mentalni poremećaj (Hinić, 2011).

Da djeca i mladi percipiraju mogućnosti socijalnog povezivanja i umrežavanja putem Interneta potvrđuju i naši istraživački podaci jer tri od četiri ispitanika Internet koriste u svrhu druženja, za stvaranje prijateljstava na nekom od programa za komuniciranje, društvenih mreža, itd.

Oslanjanje na tehnologiju u slobodnom vremenu znak je mladenačke ukorijenjenosti u suvremenu društvenost koja je navezana na tehnologiju. Petina ispitanika koji koristi Internet bez određene svrhe, baš kao i mladi koji ga koriste za zabavu i ine aktivnosti, ustvari su predstavnici generacije trećeg tisućljeća koji su socijalizirani u društvu u kojem sve više ljudi sve više vremena provodi vrijeme *online* (Ilišin, 2001; Livingstone, 2011).

Koliko su stvarno vremena djeca i mladi na Internetu, razmatramo izdvajanjem **učestalosti korištenja specifičnih internetskih usluga po danu.**

Gotovo svako drugi ili 46,6% djece i mladih na **virtualnim tražilicama** provede do sat vremena u danu. Više od petine njih pak koristi tražilice između jednog ili dva sata dnevno. Preko desetine izdvaja od dva do tri sata dnevno za tražilice. Alarmantno je da 8,2% djece i mladih usluge *online* tražilica koristi četiri i više sati dnevno. Popularnost tražilica je moguće objasniti njihovom relativno jednostavnom uporabom gdje se korisnici upisom ključnih riječi (pre)usmjeravaju na različite mrežne stranice i brzo i lako mogu doći do različitih izvora informacija.

Dok su tražilice karakterističan izvor informacija o najrazličitijim temama, **društvene mreže** su specifične baze podataka o drugim ljudima. Iznimno brzo postavši predmet zanimanja mnogih stručnjaka,

[548]Više na stranicama Državnog zavoda za statistiku Republike Hrvatske: http://www.dzs.hr/Hrv_Eng/publication/2013/02-03-02_01_2013.htm (Pristupljeno 14.1.2014).

mahom sociologa, jer pokrivaju širok spektar tema (Coll i sur., 2011), društvene mreže su zasjele na tron omiljenih internetskih odredišta milijune korisnika diljem svijeta[549]. Prema Castellsu (2000: 53), društvene mreže su predstavnici *novih oblika društvene interakcije* u eri mreže, a Kušić (2010: 106–107) ih vidi kao *način života* i *formu društvenosti*. Koliko su popularne među mladim generacijama svjedoči podatak kako je 91,1% naših ispitanika kreiralo profil na nekoj od društvenih mreža koje dnevno do sat vremena posjećuje nešto manje od trećine ili, preciznije, 29,6% ispitanika, a petina njih se zadržava na društvenim mrežama od sat do dva sata dnevno. To nije dovoljno za gotovo svako osmog *teenagera* koji na društvenim mrežama boravi od dva do tri sata. Svako deveti ispitanik na društvenim mrežama boravi od tri do pet sati dnevno, baš kao i oni ispitanici koji više od pet sati dnevno izdvoje za društvene mreže.

Među 18,3% djece i mladih koji ne koriste društvene mreže pretpostavljamo da se nalazi 8,9% ispitanika koji se nisu registrirali na neku od njih, ali nalaz upućuje da, registraciji usprkos, društvene mreže ne koristi ni dio prijavljenih korisnika. Koji je razlog tome i zašto su se uopće registrirali ako manje od petine ispitanika navodi da ne koristi stranice društvene mreže, ostaje za istražiti. Boyd (2010) navodi kako se mladi često registriraju na društvene mreže na poziv prijatelja jer im one služe za međusobno socijalno povezivanje, a uloga prijatelja se inače pokazala relevantnom u korisničkim *online* aktivnostima (prema Colli sur., 2011: 49).

Istraživanjem smo utvrdili da, iako objedinjuju niz funkcija i omogućavaju grupnu i privatnu komunikaciju, društvene mreže ipak nisu istisnule iz uporabe razne **programe za komuniciranje**. Programi za komuniciranje na Internetu (engl. *instant messengers* kao što je Skype i MSN) također omogućavaju komunikaciju s jednom ili više osoba na Internetskoj mreži te predstavljaju način komuniciranja u realnom vremenu pa se još nazivaju programima za trenutno dopisivanje. Gotovo svako treće sudionik iz našeg istraživanja ih koristi do sat vremena dnevno, a svako šesto dijete i mladi to radi između jednog do dva sata. U skupini djece i mladih koji koriste programe za komuniciranje više od tri sata dnevno nalazi se 8,6 % njih.

Društvene mreže nisu istisnule razne **programe za komuniciranje** kao što su Skype, MSN, itd., jer ih gotovo svako treći sudionik iz našeg istraživanja koristi do sat vremena dnevno, a svako šesti to radi između jednog do dva sata. U skupini djece i mladih koji koriste programe za komuniciranje više od tri sata dnevno nalazi se 8,6% njih.

Obzirom na dnevnu količinu vremena izdvojenog za Internet[550], opravdano se upitati koliko učenicima (pre)ostaje vremena za ispunjavanje školskih obveza odnosno te ugrožava li vrijeme provedeno u virtualnoj sferi njihov školski rad i uspjeh?

U ovoj su raspravi referentni najnoviji istraživački nalazi Hrabrog telefona i **Poliklinike za zaštitu djece grada Zagreba iz** 2013. godine gdje se navodi kako jedno od desetero djece (11-18 godina) smatra da zbog interneta zanemaruje svoje svakodnevne obaveze[551]. Ilišin (2001: 21) također spominje kako su mladi skloni kombiniranom korištenju (novih i starih medija) pri čemu često žrtvuju socijabilne aktivnosti, poput druženja s ljudima.

Posebno su korisne percepcije djece i mladih o utjecaju Interneta na njihovu svakodnevicu. U istraživanju Kušića (2010) nešto više od pola učenika viših razreda osnovne škole odgovara kako korištenje društvene mreže Facebook nije promijenilo njihov način života, a više od trećine drži da im je poboljšao društveni život što je prema autoru naznaka da je virtualni svijet postao zamjena za fizički svijet. Njih 9.6% i tvrdi da se „manje druži s vršnjacima, ali znaju više informacija o njima“ (Kušić, 2010: 112). Nalaz Livingstone

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[549] Facebook je najpopularnija društvena mreža na svijetu koja je 2008. godine brojala 100 milijuna korisnika, da bi s travnjem 2013. godine objavila brojku od impozantnih 1.11 milijarde korisnika. Sama tvrtka Facebook se procjenjuje na 104 milijarde američkih dolara. S 2014. godinom je zabilježeno 1,310,000,000 mjesečno aktivnih korisnika, dok je 680,000,000 mobilnih korisnika Interneta. Za više informacija:
http://www.statisticbrain.com/facebook-statistics/ (Pristupljeno 19.4.2014).

[550] Zanimljivo je spomenuti kako nismo zabilježili veća odstupanja u vremenu provedenom na Internetu prema veličini mjesta u kome ispitanici žive, jer je sličan omjer onih koji koriste Internet 1 do 2 sata dnevno u manjim mjestima (20.2%) i kod učenika/ca iz većih gradova iznad 100 00 stanovnika (19.2%). Gotovo su isti pokazatelji i u slučaju korištenja Internet usluga više od 5 sati dnevno pa gotovo identičan postotak učenici/e iz manjih mjesta (7.6%) i urbanih područja (7.8%) izdvaja vrijeme za Internetu. Dakle, nema odstupanja u vremenskoj učestalosti korištenja Interneta između, uvjetno rečeno, ispitanika/ca na selu i u gradovima.

[551] „Istovremeno svako treće dijete misli da bi trebalo manje vremena provoditi na internetu. Čak 23% djece, dakle skoro svako četvrto dijete uključeno u istraživanje nastavlja koristiti internet jednakom čestinom, unatoč namjeri da ga manje koriste. Na Internet 15% djece odlazi kad se osjećaju loše, 12% da bi pobjegli od tuge ili neugodnih osjećaja. Zbog prekomjernog korištenja interneta čak 9% djece ima osjećaj nedostatka sna, a 10% ih se osjeća nemirno i razdražljivo kada ne mogu otići na internet. Svako šesto dijete nastoji što brže riješiti domaću zadaću da bi moglo što brže na Internet“, ističu se u rezultatima Hrabrog telefona i **Poliklinike za zaštitu djece grada Zagreba.** Više na stranicama: http://www.poliklinika-djeca.hr/aktualno/rijec-ravnateljice/nase-istrazivanje-koliko-vremena-i-uz-koje-rizike-djeca-provode-na-internetu-i-facebooku/ (Pristupljeno 14.1.2014).

i sur. (2011: 30) ide u suprotnom smjeru upućujući kako zbog Interneta oko trećine (35%) djece provodi manje vremena s obitelji, prijateljima ili radeći domaću zadaću.

3.2 Osobni podaci i privatnost kao aspekt korištenja Interneta među djecom i mladima

Coll i sur. (2011) navode kako je brzi utjecaj suvremene tehnologije, napose osobnih računala i Interneta, potakao i istraživački interes za proučavanje aktivnosti dijeljenja i objavljivanja podataka na mreži. **Dijeljenje osobnih podataka** na Internetu ispostavio se kao važan aspekt rizičnog ponašanja djece i mladih na Internetu u našem istraživanju. Istraživanjem smo detektirali da je čak 40.5% ispitanika svoju *on-line* lozinku proslijedilo drugim osobama što upućuje na legitimnost naglašavanja rizika u analizi odnosa mladih i tehnologije. Iako otkrivanje lozinke nije praksa više od polovine djece i mladih, evidentno da među značajnim udjelom djece i mladih nije razvijena svijest o važnosti zaštite lozinke. Dvoje od pet ispitanika koji su nekome otkrili svoje korisničko ime i lozinku doživjeli su da su im objavljeni osobni podaci na Internetu bez njihovog dopuštenja. Jedan od četiri ispitanika koji nisu dali korisničko ime i zaporku doživjeli su da su im objavljeni osobni podaci bez njihovog dopuštenja. Navedeno implicira da davanje korisničkog imena i zaporke povećavate rizik od nedopuštene objave osobnih podataka na Internetu, i to za više od 50%. Da djeca i mladi ne vode računa o očuvanju vlastite *online* privatnosti svjedoči tri od pet ispitanika koji objavljuju svoje osobne podatke na Internetu. Prijetili smo da se na određenim internetskim stranicama to događa češće. Naime, od gotovo svih Internet usluga (blog, forum, programi za komuniciranje, tražilice, sobe za čavrljanje, komercijalne stranice, web igrice), društvene mreže prednjače po količini objavljenih osobnih podataka od strane djece i mladih. To ne čudi s obzirom da smo već istaknuli kako većina djece i mladih ima otvoren profil na društvenim mrežama na kojima objavljuju svoje osobne podatke poput imena, prezimena, imena škole, e-mail adrese, itd. Coll i sur. (2011) sugeriraju kako veze koje se odvijaju u društvenim mrežama nisu ontološki različite od onih koje su postojale prije takvih platformi, samo ubrzavaju razmjenu podataka i društvenu dinamiku. U kontekstu našeg rada zanimljivo je kako društvene mreže zahvaljujući aktivnostima korisnika postaju globalne baze najraznovrsnijih podataka. I sam *princip* društvenih mreža potiče korisnike na objavljivanje osobnih podataka. Facebook primjerice nudi opciju da se kroz taj korisnički račun pristupa različitim mrežnim stranicama, što ide na ruku korisnicima, ali istodobno omogućava da se njihove različite (trans)akcije i podaci filtriraju i skladište kroz isti izvor. Uvođenjem niza usluga kao što je *Timeline* (u prijevodu vremenska crta) gdje sustav kronološki formira objavljene korisničke podatke potencira raspravu o (ne)mogućnosti javnog i privatnog na mreži. Koncept i percepciju privatnost prati tenzija pojedinca i institucija u kontekstu pronalasku balansa između korištenja neke usluge i određenog rizika privatnosti koje dolaze s tim izborom. Coll i suradnici tvrde kako se privatnost ne bi trebala shvaćati kao individualno, već kolektivno dobro (2011: 48). Rasprava o javnom i privatnom na internetskoj mreži u budućnosti će se zasigurno zaoštravati kako se Internet konsolidira(o) u društvenom i osobnom životu. Pri tome će biti potrebno više educirati djecu i mlade koji nisu svjesni važnosti zaštite svoje privatnosti, počevši od sigurnosnih lozinki koje otkrivaju drugima, već su skloni i objavljivanju tuđih osobnih podataka na mreži. Gotovo dva od pet anketiranih učenika/ca svojevoljno objavljuje osobne podatke drugih ljudi na Internetu, ne tražeći njihovo dopuštenje. Nešto manje od trećine djece i mladih se našlo u situaciji neželjene *online* objave vlastitih osobnih podataka. Svako jedanaesti ispitanik je virtualno uvrijeđen nakon objavljivanja osobnih podataka na Internetu. Na račun postavljanja osobnih podataka na Internetu svako deseto dijete i mladi našlo se uvrijeđeno i u stvarnom svijetu. Također je dio ispitanika, svako dvanaesti, doživio neugodnosti nakon objavljivanja osobnih podataka drugih osoba (prijatelja, rodbine, itd.) na Internetu. Svako šesto dijete i mladi je doživjelo da se netko lažno predstavljao u njihovo ime, oponašao/la ih na mrežnom profilu i slično. Ovi nalazi su svojevrsni manifesti složene isprepletenost *online* i *offline* društvenog svijeta (Boyd, 2010: 15) gdje se prakse u virtualnoj sceni reflektiraju u materijalnom životu.

Coll i sur. (2011) sugeriraju da aktivnosti i ponašanja korisnika na Internetu i izvan njega trebaju biti povezane, jer se nalaze u tijesnoj interakciji. Brojne sociološke analize uostalom pokazuju kako su granice između javnog i privatnog sve nejasnije. Pri tome je poseban akcent autora na grupama prijatelja za koje smatraju da procjenjuju, vrednuju i uvjetuju ponašanje pojedinaca što dovodi do unutarnjeg poštivanja grupnih normi ponašanja i socijalne kontrole na mreži, jednako kao i u stvarnom svijetu (Coll i sur., 2011: 49-50).

No, neselektivno i nepažljivo objavljivanje osobnih podataka na mreži dovodi do zloupotrebe osobnih podataka djece i mladih koji postaju mete *online* marketinga. Neprofitna organizacija *Privacy Rights Clearinghouse* koja se bavi privatnosti ističe kako su upravo djeca tržišno i marketinški visoko segmentirana konzumeristička populacija. Uslijed korištenja komercijalnih web stranica, djeca često nesvjesno ostavljaju osobne podatke dok, primjerice, popunjavaju ankete, sudjeluju u nagradnim igrama, vrše registraciju i učlanjenje u razne klubove, dijele informacije o sebi u sobama za čavrljanje (engl., *chat rooms*), itd. Određene korporacije mogu iskoristiti dane osobne podatke djece slanjem komercijalnih sadržaja na njihove elektroničke adrese, a određene zlouporabe privatnosti proizlazi i iz "nevidljivih" mobilnih aplikacija kojima se također sakupljaju informacije o djeci te im se šalju različite poruke i oglasi, prema praćenju njihovih interesa. Štoviše, djeca i mladi u našem istraživanju odgovaraju da su primili neželjenu poštu (engl., *spam*) te komercijalne e-mailove nakon objavljivanja svojih osobnih podataka na Internetu. Nadalje, gotovo petina ispitanika je odgovorila da su

bili zamoljeni s Interneta ukloniti objavljene podatke drugih osoba, dok takva molba nije upućena većini djece i mladih. Ovdje ostaje upitno jesu li djeca i mladi pažljivi pa izbjegavaju objaviti delikatne informacije o privatnosti drugih zbog čega i ne primaju veći broj molbi i pritužbe o uklanjanju svojih osobnih podataka ili naprosto nije zaživjela praksa regulacije objavljenih osobnih podataka pa se ista i ne doživljava kao nešto na što je potrebno reagirati i što se treba regulirati. Kod više od trećine djece i mladih nije ustoličena ni praksa reguliranja pravila privatnosti pa ne čitaju pravila privatnosti i uvjete korištenja Internet stranica[552]. Općenito možemo kod djece i mladih primijetiti zbunjenost oko (ne)mogućnosti upravljanja osobnim podacima na Internetu, jer ih 45,9% misli da jedino oni mogu koristiti osobne podatke koje na Internetu objavljuju, što poriče 54,1% djece i mladih. Ovakva podijeljenost oko naravi objavljenih osobnih podataka ukazuje na potrebu informiranja djece i mladih o konceptu privatnosti i osobnih podataka na Internetu. U istraživanju smo došli do saznanja da ispitanici nisu skloni roditeljskom ili skrbničkom nadzoru dok su *online* pa to odbija 76,5% djece i mladih. Očito djeca i mladi doživljavaju svoje *online* vrijeme kroz princip privatnosti na koji polažu pravo[553]. Koncept virtualne intime kod djece i mladih utoliko je vrijedan daljnje pažnje istraživača. Upravo zbog odbijanja roditeljskog nadzora, moguće da se više od trećina djece i mladih osjećaju slobodnima na društvenim mrežama prihvaćati zahtjeve za prijateljstvo s osobama koje u stvarnom životu ne poznaju i u čiju autentičnost identiteta ne mogu biti sigurni. Iako Boyd (2010: 21) mlade u *virtuali* promatra u široj mreži interakcija s nepoznatim ljudima prilikom čega se odvija mladenačka društvena socijalizacija, podatak da djeca i mladi priječe nadzor roditelja pri svojim *online* aktivnostima i sklapaju prijateljstva s nepoznatim ljudima, zahtjeva određenu (re)akciju. Posebno bi ga trebali imati na umu roditelji djece osnovnoškolaca, a nije zanemariv ni kod srednjoškolaca kao većinski maloljetne populacije. S time u vezi podsjećamo kako se glavnina ispitanika izjasnila da od kuće pristupa Internetu što olakšava mogućnost roditeljskog nadzora, no raširena praksa mobilnog Interneta komplicira tu mogućnost. Pošto je uloga roditelja kao medijskih socijalizatora neosporna (Ilišin, 2001: 27-28), skrećemo važnost na potrebu edukacije roditelja o potrebi nadzora nad internetskim praksama djece, naročito u aspektu objavljivanja (vlastitih i tuđih) osobnih podataka te poštivanja i reguliranja privatnosti na Internetu. Boyd (2010: 22) savjetuje kako odrasli ne moraju preuzeti ulogu policajca, već se radije postaviti kao vodič mladima kako se ne bi, zbog opravdanog straha od mogućih opasnosti na Internetu, u potpunosti negirao socijalni karakter mladenačkog participiranja u javnom virtualnom životu[554]. Uostalom, često defenzivan stav autoriteta u želji da sačuvaju mlade od *online* opasnosti može biti kontraproduktivan. Iako djeca i mladi nisu dobro pripremljeni „za navigaciju u kompleksnom društvenom svijetu s nevidljivom publikom“, nisu ni odrasli (Boyd, 2010: 15). Autorica polazi od teze kako mladi i odrasli različito shvaćaju pojam i narav javnosti i imaju suprotnu predodžbu o vlastitom ponašanju unutar javne sfere. Mladi su pri tome više obilježeni kulturom slavnih (engl., *celebrity culture*) koja je pak nepoznata njihovim roditeljima. „*Teenageri* su danas suočeni s javnim životom s nezamislivo širokim mogućnostima publiciteta. Temeljna svojstva umrežene javnosti - trajnost, mogućnost pretraživanja, replikabilnost, nevidljiva publika - većinom su nepoznata starijima koji ih vode kroz društveni život“ (Boyd, 2010: 22). Mladi u mrežnoj javnosti ustvari obavljaju *tipične* aktivnosti poput „manevriranja socijalnim statusom, rada na načinima vlastitog predstavljanja, preuzimanja rizika koji će im pomoći u procjenjivanju granica društvenog svijeta. To rade jer traže pristup društvu odraslih. Njihova participacija je duboko ukorijenjena u njihovu želju da se javno angažiraju“ (Boyd, 2010: 21). Ipak, i *online* aktivnosti i navike su potrebne pravila i procedura, posebno oko objavljivanja osobnih podataka i poštivanja privatnosti, inače mladenački eksperiment s društvom postaje rizični poduhvat sa slojevitim posljedicama u stvarnoj i virtualnoj sferi.

ZAKLJUČAK

U radu smo referirali originalno empirijsko istraživanje provedeno na uzorku od 1987 djece i mladih diljem Republike Hrvatske s ciljem utvrđivanja svrhe i učestalosti njihovih *online* praksa te pojedinih navika i aktivnosti na Internetu u kontekstu objavljivanja osobnih podataka i percepcije privatnosti.

[552] Schmidt i Cohen (2014: 64-77) kao članovi uprave Googlea smatraju kako je naglasak na sigurnosti i privatnosti na Internetu od strane tvrtki i ustanova potrebno preusmjeriti na korisnike i njihovu primjenu alata za kontrolu privatnosti i sigurnosti. Brisanje podataka iz mreže je iluzija te otvaraju diskusiju o „prvom ljudskom naraštaju o kojem će postojati neizbrisiv zapis“ (2014: 65). Trajna pohrana podataka po njima utječe na postupanje u virtualnom prostoru, povećavajući osobnu odgovornost i opasnost.

[553] Istražujući prakse mladih na društvenoj mreži MySpace, Boyd (2010) je došla do zaključka kako nerijetko fabriciraju vlastito ime, godine, lokaciju prilikom stvaranja *online* profila. Razlog tomu je kompliciranje sustava pronalaženja, jer prije svega žele izmaći roditeljskom nadzoru. Makar time istodobno otežavali pristup i nekim od svojih vršnjaka, mladi na javnoj mreži poduzimaju ove akcije kako bi bili nedostupni autoritetima i kako bi zaštitili vlastite prostore samoizražavanja. Za njihovo lociranje, tvrdi autorica, potrebno je pronaći nekoga od prijatelja jer se na njegovoj/njenoj listi prijatelja sigurno nalazi i traženi *teenager* (2010: 15).

[554] Virtualni prostori su (i) javni prostori što utječe na kontekst u kojima pojedinci djeluju na Internetu. Javni prostori pak imaju „krucijalnu ulogu u razvoju pojedinca jer su, kao što tvrdi Nancy Fraser, arene za formaciju i iskazivanje socijalnih identiteta“ (Boyd, 2010: 21). Polazeći od svoje odluke o vlastitom pozicioniranju unutar virtualne strukture, *teenageri* se kroz praksu nastoje smjestiti unutar zadanih društvenih okvira.

Istraživanjem smo potvrdili da najviše ispitanika Internet koristi u svrhu zabave. No, mladi ističu i edukativni karakter Interneta koji koriste za učenje, pripremu školskih materijala, kao i za komunikaciju i druženje. Petina ih besciljno surfa Internetom što je znak mladenačke ukorijenjenosti u virtualnu sferu.

Većina mladih Internetu pristupa od kuće (95%) ili iz škole (83,7%). Tri od pet djece i mladih se priključuju na Internet kod prijatelja, a nešto više od trećine (68,4%) koristi za to mobilni uređaj što djeci i mladima čini mobilnom generacijom koja je tehnološki opremljena. Na Internetu djeca i mladi provode značajan dio vremena. Koriste na dnevnoj bazi tražilice, društvene mreže, programe za komuniciranje. Kako je apsolutna većina ispitanika izradila profil na nekoj od društvenih mreža, iste se nameću kao jedan od najpopularnijih internetskih stranica za provođenje vremena kod djece i mladih.

S obzirom da djeca i mladi uvelike koriste mobilnu tehnologiju za priključenje na Internet te da se spajaju *online* u školi i kod kuće, nemoguće je jasno razgraničiti njihovo korištenje Interneta prema mjestu spajanja i prema svrsi korištenja Interneta jer interferira zabavna, edukativna, komercijalna i socijalno-komunikacijska motivacija. Zbog raširene primjene mobilnih uređaja, korištenje mobilnog Interneta kod djece i mladih reflektira geslo *bilo kad, bilo gdje*.

Iako se gotovo svi ispitanici priključuju Internetu od doma što je potencijalno olakšavajući faktor roditeljskom nadzoru njihovih *online* aktivnosti, isto nismo potvrdili istraživanjem. Naime, većina (76,5%) djece i mladih ne dopušta uplitanje roditelja u njihove Internet prakse što nas dovodi do teze o mladenačkoj ukorijenjenosti u virtualnost kao intimni prostor koji nisu skloni dijeliti s autoritetima. Nesklonost roditeljskom nadzoru ukazuje na Internet kao socijalizacijski medij no, otvara i različite implikacije po sigurnost djece. Primjerice, više od trećine djece i mladih sklapa prijateljstva s osobama koje nisu uživo upoznali. Prisutnost roditelja pri *online* aktivnostima djece i mladih potencijalno bi mogla umanjiti rizike koji proizlaze iz dječje i mladenačke nesmotrenosti na Internetu. S time u vezi Boyd (2010) drži da roditelji ne trebaju biti policajci mladima na Internetu jer se zabrane pokazuju kontraproduktivnim. Uputnije je zauzeti stav vodiča jer se roditelji i sami trebaju učiti pravilima korištenja Interneta, ali i mladenačkim percepcijama istog medija kako bi cjelovitije shvatili i pravovremeno reagirali na njihove *online* prakse.

Također smo u radu izdvojili rizičan aspekt korištenja Interneta od strane djece i mladih, a tiče se objavljivanja osobnih podataka. Djeca i mladi su skloni objavljivanju osobnih podataka na mreži, bilo da dijele informacije o vlastitom privatnom životu ili osobne podatke o svojim obiteljima i prijateljima. Uslijed toga objavljuju fotografije i/li videa sebe, svoje obitelji i/li prijatelja na Internetu, u čemu prednjače društvene mreže. Značajan udio djece i mladih (41.1%) svojevoljno objavljuje osobne podatke drugih ljudi na Internetu bez njihovog dopuštenja, a dio (29,9%) se i sam našao u situaciji neželjenog objavljivanja vlastitih osobnih podataka na Internetu od strane drugih.

Detektirali smo istraživanjem i komercijalne aktivnosti 22,4% djece i mladih što postavlja određene implikacije u aspektu njihove privatnosti na Internetu. Svako deseti ispitanik primio je neželjenu poštu (engl., *spam*), a komercijalni e-mail je svako trinaesto dijete i mladi zaprimio nakon objavljivanja osobnih podataka na Internetu. To ne čudi jer su djeca i mladi nepažljivi prema osobnim podacima koje objavljuju na Internetu pa se čak 65,3% njih služi stvarnim osobnim podacima dok posjećuju sobe za čavrljanje, forume ili blogove. Moguće zbog dominantne orijentacije na zabavni aspekt Interneta, nepažnja i neselektivnost djece i mladih pri objavljivanju osobnih podataka na Internetu u budućnosti bi ih mogla dodatno izložiti nizu rizika. Jedan od njih je *online* marketing gdje se slučajno ili namjerno objavljeni osobni podaci djece i mladih prosljeđuju i obrađuju u tržišne svrhe. Kako djeca i mladi ne čitaju pravila privatnosti i uvjete korištenja Internet stranica koje koriste (36,7%), popularna retorika o djeci i mladima kao „digitalnim domorocima“ našim istraživanjem je dovedena u pitanje. T*eenagerima* u praksi „nedostaje resursa za efikasno korištenje Interneta, za istraživanje njegovih prilika ili razvijanje vitalnih digitalnih pismenih vještina“ (Livingstone i sur., 2011: 11-12). Ograničena internetska pismenost djece i mladih, nejasne postavke mrežnih stranica te nesigurnost i neznanje o (ne)vidljivosti osobnih podataka, djecu i mlade čini posebno osjetljivom populacijom na Internetu (prema Utz, Kramer, 2009). Stoga je potreban kritički odmak od mladih kao najbrojnije populacije koja koristi Internet i mladih kao populacije koja najbolje poznaje Internet. U konačnici možemo zaključiti kako su višeznačni mladenački *inputi* na Internetu motivirani željom za zabavom, ali i suočeni s raznovrsnim rizicima usred prekomjernog objavljivanja osobnih podataka i nepoštivanju vlastite i tuđe *online* privatnosti. Mladenačke virtualne radnje isprepletene su s posljedicama u materijalnom svijetu, i obrnuto. Stoga referirani istraživački nalazi artikuliraju urgentnost edukacije djece i mladih o važnosti zaštite osobnih podataka i razvijanja percepcije o važnosti (o)čuvanja privatnosti. U taj su proces pozvani roditelji, nastavnici i stručne službe. Odnos djece i mladih i tehnologije u osnovi poziva na zauzetost šire društvene javnosti.

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OLIVE AND PYRETHRUM : ECOLOGICAL PRODUCT AND ECOLOGICAL PROTECTION

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Abstract
Olive is one of the constant green trees or bushs which has been vegetated and cultivated in the mild climate zone. It belongs to non fruit sortes which require presence polinaters for their optimal polination. The fruit is

one pip oval forme lenght of 1-3 cm and fatness of 1-5 cm which is on the first green and after as mature is color from redy to black. The gathering is made when fruits reach full pigmentation because in that state fruits contain the bigest volume of oil and the best quality of oil. Last years one of the most frequently of olive parasites are in our area is the olive gimlet which has been able to make damage on the half of the crop. Its bites sometimes are changed with one other parasite known as the olive flay.The same protection materials are used against the same parasites but dimetoat and fosalon are also used. Otherwise in the ecological production of severel agroproducts the pyrethrum is one of the lead insecticides. Some simple activities of refreshing in production of the native pyrethrum again appear in our area. Therefore is very good to know something obout the history and manner of the cultivation of this native insecticide as well as olive («Biblical tree») accoding to their earlier mistakes and some disappointmant. Therefore it was valid to refract it through different prisms of various human experiences: experience of the native land, experience of the agricultural culture and the experience of civilisation and technology achievement. Something archaic ans something modern are constituent elements of the experiences. Archaic and modern components are special evident in sphera of the olive protection and in the easly rejection of the native insecticide pyrethrum with their mistakes.After analysis of various agricultural, biotechnological, ecological and historical materials could be some discussed. For the first is «prosperity of man» who uses the best technical or technological achievement, for the second is «more prosperity of man» who uses the traditional manner of production and the end is «the most prosperity of man» who uses both. Instead of the conclusion there are some similarity between olive and pyrethrum : 1. the olive tree as the symbol of healthly nature and the olive oil as one of the real healthly productions and 2. pyrethrum as the symbol of inoffensive and self germ plant and its mill dry product as one of the real nature insecticides.

Keywords: olive, pyrethrum, archaic modern, ecological product, ecological protection

BUSINESS INTELLIGENCE AND ANALYSIS OF SELLING IN RETAIL

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Abstract
Business intelligence system is a set of software solutions, among which can be singled out three subsets: queries and reports, decision support systems and executive information systems. Research and analysis of huge amounts of data using appropriate techniques and methods can in organization diagnose essential processes, identify and anticipate the direction of change, interpret financial results, classify and cluster data to model the behavior of the system, aggregate data, detect changes and deviations to the objectives, determine the correlation between variables, generate association rules. This paper presents a business intelligence system for the analysis of sales in retail as an institutional form of an exchange process. Shown are all elements of the system: transaction data stored in tables of relational database, their extraction, transformation and loading into data warehouse and the use of appropriate data mining methods for the analysis. Planning of marketing activities uses the results of the analysis with the aim of increasing the sale and profitability.

Keywords: business intelligence, analysis of selling, data warehouse, knowledge discovery, marketing plan

1. INTRODUCTION

Business intelligence is both a process and a system in which outputs and knowledge are intended for decision-makers in organisational systems. In that process different data sources are used whereat some sources ensure structured and unstructured information [6]. Data can be qualitative and quantitative in different ways. Most frequently they are formatted and stored in data warehouse. Information for business intelligence can be in a form of structured reports (in advance known form), control dashboards, scorecards etc. Business intelligence is a result of an information process creation of useful information and knowledge that are necessary in decision-making and organisational systems managing. Besides, business intelligence is observed as a process of creation, analysis and distribution of knowledge and information. Therefore business intelligence uses appropriate tools that software industry offers but also the solutions that are developed and adapted to the needs and requirements in organisation systems. Certain software solutions use business intelligence tools from data in relation databases, data warehouses, and structured and unstructured data (text) from internal and external sources. They create information and knowledge for easier and faster decision making. The term business intelligence is often equalised with or does not differ from the term knowledge management, data mining, and discovering knowledge in data. Although those terms are mutually correlated the sign of equality cannot be put between them. Business intelligence uses appropriate tools to provide decision makers with correct, timely and concise

information necessary for decision making. Within the organisational system there can be and develop more different support solutions to decision making as well as solutions of business intelligence systems. Each solution is acceptable if it, with minimal expenses, provides decision makers with necessary information.
Knowledge management is related to the all necessary activities that will, as much as possible, contribute to knowledge resources utilisation in organisational system. Those activities are creation, dissemination and use of knowledge. Artificial intelligence is focused on presentation of knowledge and its use. It is critical for knowledge management. Artificial intelligence is not only focused on explicit knowledge that can be relatively easy to formalise with some form of its presentation (manufacturing rules, semantic networks, triplet object of attribute value, frameworks, predicates of the first row).

Relationships between business intelligence and other technologies that are directly related to business intelligence can be observed through five characteristics: inputs, nature of inputs, outputs, components, and users.

	Business intelligence	Knowledge management	Data warehouse	Data mining	DSS[555] and (ADS)
Inputs	Data, information	Data, information, knowledge	Data (from more systems)	Data	Data, information, knowledge
Nature of inputs	Internal or external, structured or unstructured	Internal or external, structured or unstructured	Internal, structured	Internal, structured	Internal or external, structured
Outputs	Information and explicit knowledge	Tacit knowledge and explicit knowledge	Data (in one logical warehouse)	Information	Decision proposals (in case of DSS) or automatic decision (in case of ADS)
Components	Information technologies	Information technologies, social mechanisms, structural arrangement	Information technologies	Information technologies	Informational technologies
Users	Within the whole organisation	Within the whole organisation	IT personnel	IT personnel and others trained for IT	Special, targeted users

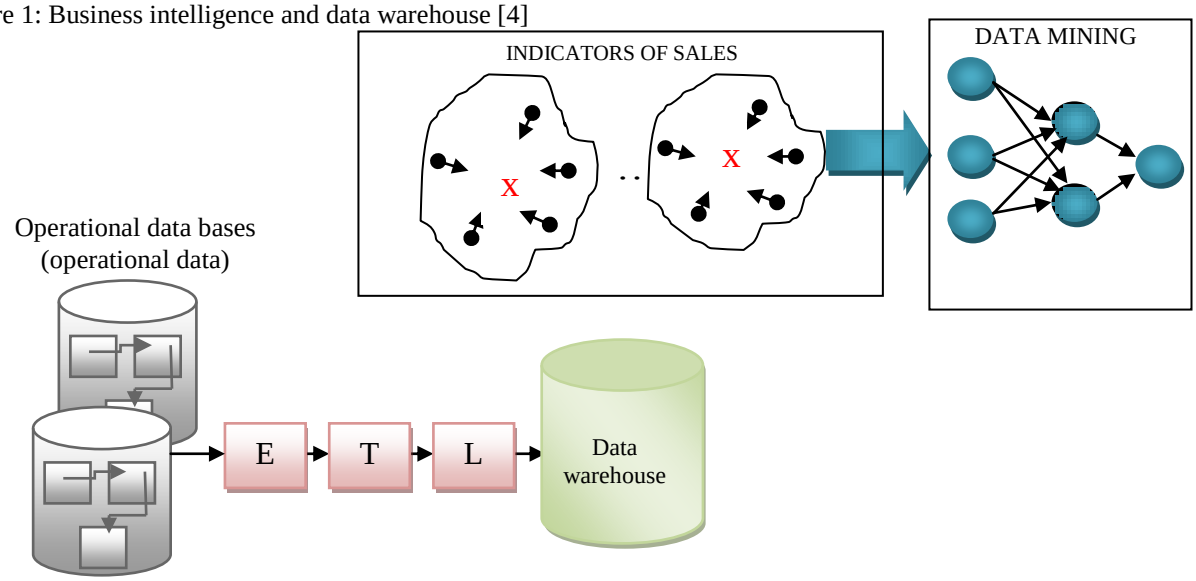
Table 1: Differences between business intelligence and other related technologies [5]

Business intelligence differs from other information technologies such as data warehouses, data mining, and decision support systems. Data warehouse and data mining are concentrated on the data. Data warehouse is subject oriented repository of data that is loaded from transactional databases such as relation tables that keep data from sales place using tools for data extraction and transformation. Data are from different sources and in order to be consistent they have to be transformed after extraction.
Data mining also proceeds from data and using algorithms of their transformations such as cluster analysis, inductive rules, logistic regression associative rules, and others they intend to discover regularities and legalities that are within the data. Decision support systems use data and models to create information and knowledge at their exit (exit from the system). In that way data mining can be a part of a system to support decision making as well as data warehouse. All these technologies are mutually connected and compatible, and they have common aim to create information and knowledge in organisational system to improve quality of decision making, business functions' managing and whole organisational system managing.
Difficulties in development and application of business intelligence solutions are numerous. First of all, training for application of business intelligence tools is expensive, business intelligence tools are complex to use, needs for business intelligence cannot be easily identified, it is necessary to customise business intelligence solutions to a user; benefits of business intelligence cannot be recognised in economic sense (speed of return of invested).

[555] DSS is abbrivation from *Decision support systems* and ADS from *Automatic decision system*.

2. Business intelligence and data warehouse

Data for business intelligence algorithm application and key indicators of sales calculation are found in a relation database or data warehouse. Data warehouse are subject oriented, integrated, unchanged in time and only for reading stored data in function management support [1]. Inmon firstly defines four characteristics to which special attention should be paid with those databases.
Data in database are not oriented to applications as operational data which main task is to reflect everyday transactions.
"The data in the database are dynamic. Change over time, unlike the data warehouse, which is time–dependent, but fixed and subject-oriented information. "[3] There is a chain of interrelated and dependent activities. The first is the selection of data, and then their filtering and cleaning (a process known as extraction (E), transformation (T) and filling (L)). The result of selecting the data often must be further transformed and processed by simply aggregating. Model of integrating unsupervised and supervised learning is clearly illustrated at the next figure:
The first activity is called selection (choice) data. The results of selecting are the target data that were selected from the data warehouse or database. These data are usually in the form of tables of relational model. The selection focuses on a subset of data of a database, a subset that is essential to the process of generating information. Of course this is not a simple activity" [3]. It proposes clear and defined information requirements. Filtration, followed by the treatment of data, aims to remove potential inconsistency of data, and to apply the algorithm for data mining.
Figure 1: Business intelligence and data warehouse [4]



Data in data warehouse are related to different objects such as customers, products, regions. Those data that have operational character and serve only to run business process and do not serve to support decision making, they do not have application in data warehouses.
Data come from different applications. They have to be consolidated to be overtaken into data warehouse. That is firstly related to names (names of attributes), measures, and coding. The aim is only consistent and integrated condition of data on which different procedures and algorithms can be applied. Time is necessary dimension in data warehouse (unlike operational data). It enables data comparison in a company according to one additional dimension – time dimension. Data in a warehouse are kept longer (from 5 to 30 years) unlike operational data which are often deleted after processing. Therefore there are high requirements towards data warehouse with regards to data access, data storage techniques, and volume of stored data.
To build a business intelligence system that will be able to analyse sales rapidly and simply and then to provide marketing with information about changes and sales trends the global plan of data warehouse must be firstly set. Global plan is scenically shown by bus model (Figure 2).

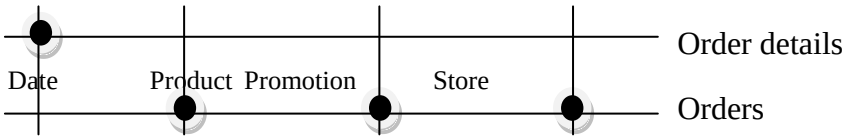


Figure 2: Bus model to show plan to develop data warehouse

The columns show all dimensions in the warehouse, while the rows show all factual (value) tables. Such global plan can then transform architecture of the data warehouse shown in the following entity relation diagram made for SQL server database:

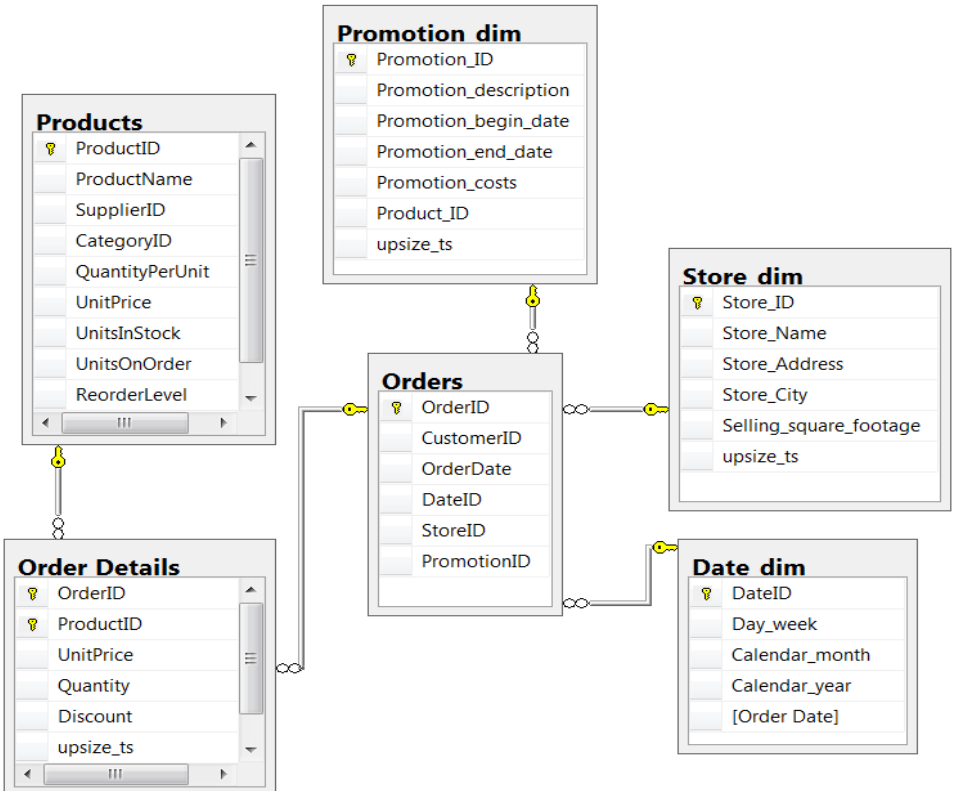


Figure 3: Data warehouse for sales analysis

Data warehouse keeps data about products, transactions (orders), time when transaction is made, promotion activities (start of promotion, duration of promotion, expenses of certain types of promotion): Value table is Order_Details in which data about product code, unit prices, quantities of sales at discount price. Dimension tables are Promotion_dim, Products, Orders, Date, Store_dim.

3. BUSINESS INTELLIGENCE USING INDICATORS OF RETAIL SALES

Based on dimensions in data warehouse and values (quantitative data) it is possible to shape more indicators that serve to analyse sales per products, shops, days, weeks, months, effects of promotional activities (for example discounts, prize competitions, advertising). Business intelligence shows information to decision makers in a simple form so decision maker uses information in order to bring decisions using minimal "efforts". Therefore it is necessary to visualise analysis results.

Decision makers in marketing must constantly analyse the results of business activities based on information that get a form of an indicator of doing business results. Integrating business intelligence tools with data in data warehouse it is possible to form great number of such indicators. However, function marketing extracts one special set of indicators (metrics) to analyse sales and it consists of the following:

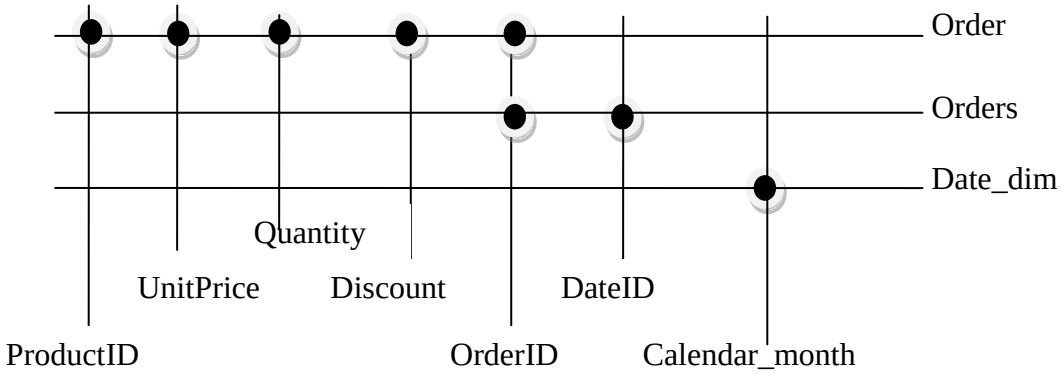
1. Total product sales (in currency) per days in a week for one month.
2. Product sales per days in a week (amount) for certain period of time (for example in January)
3. Sales of all products (value) per days in a week for certain period of time (for example the first quarter).

4. Sales per organisational units (for example shops).
5. Changes in sales quantities with regard to promotion expenses in certain period of time (for examples per weeks for certain quarter).
6. Changes in sales (value) with regard to promotion expenses in certain period of time (for example per weeks for certain quarter).
7. Identify connectivity (association) between certain products (algorithm of associative rules).
8. Number of orders per days in a week etc.

Business intelligence is therefore not only a system but also both set of tools and programmes that enable data warehouse customisation and data analysis by generating above-mentioned indicators. Number of indicators is surely higher than eight. In this paper we will be limited to certain part of indicators but the logic of their customisation is similar. Data are stored in SQL server database, while business intelligence system uses R language and its packages that are applicable to business intelligence.

3.1 Agile business intelligence and sales indicators

The first indicator is the sales of all products, expressed in money, per days in a week for month of January. Such information that sales indicator has, business intelligence system can generate form appropriate data recorded in data warehouse using appropriate number of orders in R language. Necessary dimensions and their attributes are shown in the following bus model[556]:



It is possible to ensure information from sales business process by integrating different software tools in business intelligence system. Besides data warehouse tables in SQL server in this paper we also use R language[557]. Package sqldf() enables necessary questions over the database.

```
library(RODBC)
myconSQL<- odbcConnect("Bintell")[558]
library(sqldf)
library(tcltk)
qrODs<-sqlQuery(myconSQL, "Select * FROM [Order Details]")
qrOs<-sqlQuery(myconSQL, "Select * FROM Orders")
qrPRs<-sqlQuery(myconSQL, "Select * FROM Products")
qrPMs<-sqlQuery(myconSQL, "Select * FROM Promotion_dim")
qrDAs<-sqlQuery(myconSQL, "Select * FROM Date_dim")
```

---

[556] Bus columns are dimensions and value tables and rows are attributes of those tables. In cross section there are attributes of an appropriate SQL question that enables necessary operations of relation algebra to generate information about sales.

[557] R started in the early 1990's as a project by Ross Ihaka and Robert Gentleman at the University of Auckland, New Zealand, intended to provide a statistical environment in their teaching lab. R is an interpreted computer language. Most user-visible functions are written in R itself. It is possible to interface procedures written in other languages (C, C+, or FORTRAN). R is used for data manipulation, statistics, and graphics. An interesting of
language R is that the user can create their own packages (package) and distribute them to other users.
The package may contain a dataset, functions, reformulation of existing functions and more.

[558] The connection of R language with database SQL server requires the setup a user DSN data source pointing at our SQL Server using ODBC. The data source will be called from R using the package "RODBC". First has to be open ***Control Panel->System Security-> Administrative Tools*** and "ODBC Data Sources (32 bit)" and now is relatively easy to follow the next steps. Finally, after selection the default database „Bintell" it is possible to connect to database from R language by statement
mycon <- odbcConnect("Bintell").

```
join_stringSQL<- 'SELECT qrDAs.Day_week, sum(qrODs.UnitPrice * qrODs.Quantity -qrODs.UnitPrice *
qrODs.Quantity * qrODs.Discount) AS Total, qrDAs.Calendar_month
FROM  qrOs INNER JOIN qrODs ON qrOs.OrderID = qrODs.OrderID INNER JOIN  qrDAs ON qrOs.DateID
= qrDAs.DateID
WHERE qrDAs.Calendar_month="January"
GROUP BY qrDAs.Day_week'
salAmountSQL<-sqldf(join_stringSQL)
```

Data frame ***salAmountSQL*** is a result of order Select SQL language application. It consists of three columns: days in a week (attribute Day_week), sales value of all products for every day in a week[559] expressed (in money) (attribute Total), and months in a year (attribute Calendar_month).

```
> salAmountSQL

  Day_week    Total Calendar_month
1 Friday 361509.2        January
2 Monday 100405.4        January
3 Saturday 117571.9      January
4 Sunday 178773.8        January
5 Thursday 206290.5      January
6 Tuesday 165136.0       January
```

Business intelligence always attempts to show results in a visual form to decision makers. Therefore it uses appropriate graphical presentations. Data can be visualised using function ggplot() of R language and appropriate arguments that are completely intuitive and are understood without additional explanations. Then demand for function ggplot() follows:

```
bar_graphSQL<-
ggplot(data=salAmountSQL,aes(x=salAmountSQL$Day_week,y=salAmountSQL$Total/1000, fill=
salAmountSQL$Day_week))+ geom_bar(colour="blue",stat="identity")+ xlab("Day of week in January") +
ylab("Amount of sale in 000")+ ggtitle("Sale per day in january")
bar_graphSQL+geom_point()
```

The result is two dimensional presentations of sales per days in a week in a form of bar graph.

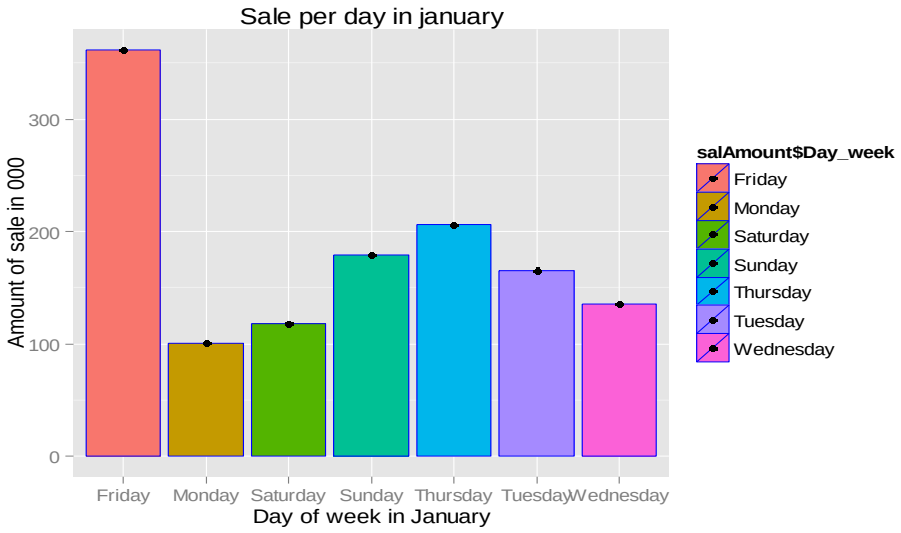


Figure 4: Sales per day of all products in January

It is simple to observe that product sales at sales spots are highest on Friday and the lowest on Monday. That information is important to marketing since it is the best to plan promotion activities for days of the biggest sales since the concentration of customers is highest then. However, marketing activities planning are never focused on one indicator. Marketing experts are also interested in other indicators. They are also interested in the amount of sales for every product per days in a week. In other words, they want to know how much in

[559] Data are sorted in ascending order of days in a week.

quantities per days in January are products sold to be able to compare them with the same month in previous year or other previous periods.
Business intelligence system must have an answer for such requirements and questions from marketing experts. Again, possible solution is application of a script made in R language. Appropriate SQL question that selects appropriate attributes of dimensions in data warehouse "Bintell" is reshaped. The answer of agile business intelligence on such question of marketing business function will be therefore shown in R language.
Necessary dimensions and their attributes are shown in a new model of bus that has the following appearance[560]:
Based on visualisation of appropriate SQL question in a form of a bus it is necessary to write a small programme, script in R language that will approach to data warehouse (Bintell), create appropriate data set and then visualise dataset using function of the package ggplot()[561]

```
>join_stringSQL1<-
'SELECT qrODs.ProductID, qrDAs.Day_week, sum(qrODs.Quantity) AS Total,
          qrDAs.Calendar_month
FROM  qrOs INNER JOIN qrODs ON qrOs.OrderID = qrODs.OrderID INNER JOIN  qrDAs
          ON qrOs.DateID = qrDAs.DateID INNER JOIN  qrPRs ON
         qrODs.ProductID=qrPRs.ProductID
WHERE qrDAs.Calendar_month="January"
GROUP BY qrDAs.Day_week, qrPRs.ProductID
ORDER BY qrDAs.Day_week'
```

```
>salAmountSQL1<-sqldf(join_stringSQL1)
> salAmountSQL1
```

```
ProductID   Day_week  Total    Calendar_month
1       1           Friday   142     January
2       2           Friday   356     January
.....................................................................
76      1           Monday    60    January
77      4           Monday   100    January
78      8           Monday    24    January
.....................................................
139     1           Saturday    60    January
140     2           Saturday   150    January
```

Again, data in a form of table are not sufficient for business intelligence. Sales quantities are graphically shown per days in a week for January whereat those are product whose ProductID <10 and they belong to group 1 (category 1). It is sufficient to create new SQL question and demand ggplot() function of R language with appropriate parameters:

```
join_stringSQL4<-
'SELECT qrODs.ProductID, qrDAs.Day_week, sum(qrODs.Quantity) AS Total,
        qrDAs.Calendar_month
FROM  qrOs INNER JOIN qrODs ON qrOs.OrderID = qrODs.OrderID INNER JOIN  qrDAs
          ON qrOs.DateID = qrDAs.DateID INNER JOIN  qrPRs ON
          qrODs.ProductID=qrPRs.ProductID
WHERE qrDAs.Calendar_month="January"
GROUP BY qrDAs.Day_week, qrPRs.ProductID
```

[560] Bus columns are dimensions and value tables, and rows are attributes of those tables. In cross section there are attributes of appropriate SQL question that enables necessary operations of relation algebra to generate information about sales.
[561]Data frames have the same appearance as for previous indicator of value sales per days in a week:
qrODs<-sqlQuery(myconSQL, "Select * FROM [Order Details]")
qrOs<-sqlQuery(myconSQL, "Select * FROM Orders")
qrPRs<-sqlQuery(myconSQL, "Select * FROM Products")
qrPMs<-sqlQuery(myconSQL, "Select * FROM Promotion_dim")
qrDAs<-sqlQuery(myconSQL, "Select * FROM Date_dim")

```
HAVING (qrPRs.ProductID) < 10'
```

The orders of R language that follow enable visualisation of product sales which code (ProductID) is less than 10. Those are the products that belong to group 1 (the same group).

```
bar_graphSQL4<-
ggplot(data=salAmountSQL4,aes(x=salAmountSQL4$Day_week,y=salAmountSQL4$Total,
fill=salAmountSQL4$Day_week))+ geom_bar(colour="blue",stat="identity")+ xlab("Day of week in January")
+ ylab("Quantity of sale")+ ggtitle("Sale per day in january")
bar_graphSQL4+geom_point()
```

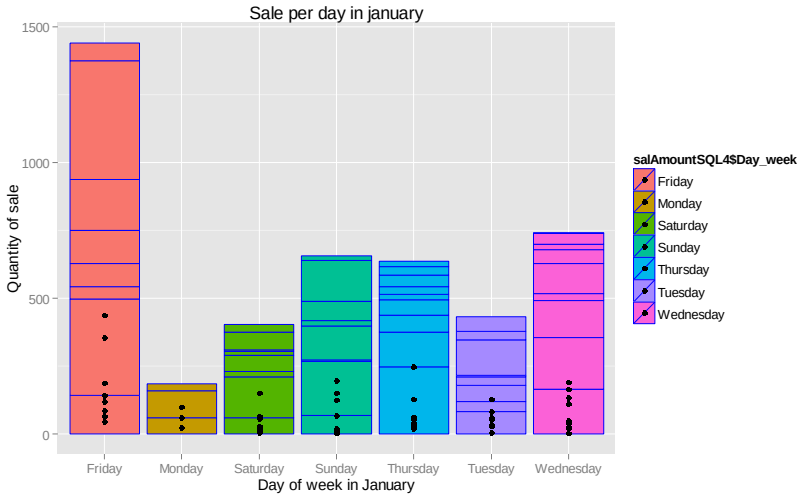


Figure 5: Sales per days in January for products which ProductID<10 (category 1)

Again, "domination" of the products from the group one is visible on Friday and those sales surpasses all other days in a week. However, sales of products from the group 1 do not follow the same trend as the sales of all products since sales on Tuesday and Wednesday relatively differ with regards to expressed value of whole sales. Promotion activities and certain forms of integrated marketing communication should be focused and intensified on Wednesday and Friday during a week for the products from the group one (Product ID<10).
Nowadays agile business intelligence in marketing is sine qua non of successful decision making, managing and making of business plans. Business intelligence can also include sophisticated algorithms to discover hidden relationships between variables. Business intelligence is exactly one of the key areas on which data mining, process of revealing and correlation explaining, patterns and trend analysis (sifting through large amounts of data). That process is based on CRISP methodology (Cross-Industry Standard Process of Data Mining) that includes six phases: business understanding, data understanding, data preparation, model building, testing and evaluation, and deployment. Data mining is focused on the operations of revealing anomalies in data (outlier detection), clustering, classification, associative rules, and regression analysis etc. Application of appropriate data mining algorithms is possible only if data are prepared in an appropriate way in data warehouses and then in form of datasets. That part of data preparation activity and business context understanding is the most complex and lasts the longest period of time.

CONCLUSION

One approach of agile business intelligence applicable in sales analysis has been shown in this paper. Business intelligence differs from knowledge management, data warehouses, data mining and knowledge support system according to the form of inputs, outputs, components and users. Agile business intelligence attempts to generate relevant information in fast and timely manner by using a concise form that is simple, acceptable, and understandable for a user. A part of business intelligence system was shown in this paper. It is used to analyse the sales in a retail shop as an institutional form or goods and services exchange. Business intelligence system uses technology and software to prepare data in a form of data warehouse ("Bintell" data warehouse in SQL server database) and appropriate dataset that is extracted from it. After that such dataset is visualised using R language, and a user has simple presentation and sales process "diagnosis" and signals to define form and intensity of different types of communication with a market. SQL server base and packages of R language have shown simple and satisfactory development power for agile business intelligence.

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IDENTIFICATION OF THE FORMS OF DEVIANT BEHAVIOR WITH ADOLESCENTS FROM DIVERSE CULTURAL BACKGROUNDS

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Abstract
In this article, we have discussed some of the most common forms of deviant behavior, manifested by secondary school students, which represent the biggest problem in work of their teachers. The model has involved several high schools chosen randomly from two countries (a European Union country – Slovenia and a non European Union country – Serbia). The sample involves 491 students. By analyzing the data, we wanted to determine the extent to which the adolescents coming from diverse cultural background tend to repeat certain behavioral patterns, whereby we have especially emphasized the role of preventive activities of teachers. The research results have shown that there are statistically significant characteristics of deviations in behavior in relation to the country from which the adolescents come. Identification of the forms of deviant behavior can help teachers in the formation and improvement of strategies for overcoming them, considering the fact that, in practice, they often find themselves in a dilemma of how to approach the student with a deviant behavior. We hope that this article is a step towards a deeper reflection about the efficiency and planning of preventive approaches of teachers.

Keywords: deviant behaviours of secondary school students, preventive approaches of teachers, atmosphere in the classroom, social cultural staus of the family

Uvod

1. Promjene u suvremenom društvu

Ukratko navedimo nekoliko karakteristika država obuhvaćenih istraživanjem.
Slovenija unatoč gospodarskoj krizi i rastućoj nezaposlenosti među novim EU članicama ima status političke i ekonomski uzorne (stabilne) države. Njene načelne prednosti pred ostalim novim EU članicama su dinamično izvozno orijentirano gospodarstvo, ugodna strateška lokacija, moderna infrastruktura, ljubazni poslovni i radni okoliš te ispunjeni kriteriji monetarne stabilnosti(http://www.business-zones.si/.../TemeljneznačilnostiSlovenije/.../Default.aspx). Statistički ured Republike Slovenije navodi, da se je u Sloveniji u godini 2013. broj nezaposlenih povećao na 56,612; pod pragom siromaštva je živjelo…(?) Stupanj registriranih nezaposelnih ljudi u Sloveniji ukazuje zabrinjavajuć podatak za godinu 2004-2014: u godini 2004 je stupanj registrirane nezaposelnosti bio 10,1%; u godini 2014. je broj registriranih nezaposlenih narastao na 13,1%. (http//www.stat.si/novica_prikazi.aspx?id=6214.) Prvi kvartal 2014. je zabilježeno 20.0% nezaposelnih. 24,1% nezaposelnosti zabilježeno je u 2013. godini. *Srbija* je država, koja nije u EU; trenutačno ima slab socijalni i ekonomski položaj (važnost poljoprivrede i industrije se smanjuje). To je država koja je u proteklom desetljeću bila u ratu i još većoj ekonomskoj krizi nego što je danas, što zacijelo utječe na blagostanje stanovništva, tradicionalne vrednote i kulturu. Statistički ured republike Srbije u godini 2013. bilježi 24,1% nezaposlenosti (www.belgrade.embassy.si/index.php?id=827), prvog kvartala 2014. je zabilježeno 20,8% (http://webrzs.stat.gov.rs/WebSite/Public/PageView.aspx?pKey=2).
Mediji u Srbiji često izvještavaju o masovnom izostanku učenika sa nastave, nasilnom ponašanju đaka nad učiteljima te o neprimjernom odnosu prema učiteljima (svađanje, prigovaranje, prkos). Učitelji kao osobito

zabrinjavajuću okolnost navode, da roditelji u velikoj mjeri podupiru ili čak potiču na takvo ponašanje (Mičević, 2011). Što se tiče socijalno ekonomske razine možemo reći, da u spomenutim državama kao i u svim državama Europe raste trend nezaposlenosti te time i izražene socijalne ugroženosti što utječe na funkcionalnost pojedine obitelji.

U društvu koje se nalazi u ekonomskoj krizi često dolazi do protivljenja, konflikata i raskola zato što se roditelji osjećaju preopterećeni svakodnevnim stresom i obvezama. Prati ih osjećaj nemoći pred gubitkom nivoa vlastite egzistencije, s druge strane nastoje kompenzirati taj gubitak i zato gaje pretjerana očekivanja prema djeci, koja ih često ne oživotvore. U razdoblju mladenaštva je potpora roditelja nužno potrebna; mladu osobu u svakidašnjici treba voditi, pratiti i poticati na donošenje odluka za koje mladi misle da ih nisu kadri donijeti. Takvu mladu osobu često ispunjavaju osjećaji dvojbe i nesigurnosti, i zato posebno od strane roditelja ona treba osjećaj sigurnosti. Ta je potreba posebice izražena na prijelazu iz osnovne u srednju školu, kada naobrazba sama po sebi postaje zahtjevnija te kao takva pri mladoj osobi uzrokuje tjeskobu i napetost. Stručnjaci zaključuju, da mlade osobe kojima financijske sposobnosti ne dozvoljavaju praćenje željenoga životnog standarda, češće bihevioralno odstupaju i utječu se zabrinjavajućim oblicima deviantnoga ponašanja (alkoholizmu, kriminalu, drogama). Ta se pojava povezuje također sa porastom broja obitelji sa jednim roditeljem i rastom nezaposlenosti (Milić, 2007, str. 164). Spomenuta autorica još navodi, da su brojni stručnjaci uvjereni, *da siromaštvo sve više postaje moralni izazov brojnih suvremenih društava, koje koegzistira sa pojavama preobilja i zasićenosti te ujedno upozorava na posljedice prevelikih socijalnih razlika* (ibid, 14.) Siromaštvo je svojstveno svim društvima bez obzira na njihove posebnosti u socijalnoj, političkoj ili ekonomskoj strukturi. Određene oblike siromaštva možemo primjetiti također i u tehnološko visoko razvitim društvima (Novak, 1994, str. 27).

2. Srednje razdoblje adolescencije

Pri determiniranju adolescentnog razdoblja su autori (npr. Žmuc-Tomori 1983; Conger 1985; Zupanič, Justin 1991; Nastran Ule 1996; Kelly 1996; Braconnier 2001; Musek, Pečjak 2001) konsenzualni glede mišljenja, da je adolescencija prije svega razdoblje važnih promjena u životu mlade osobe. Etimološko gledano, *adolescens* na latinskom jeziku znači „razdoblje koje slijedi djetinjstvu (približno od 12. do 18. godine kod djevojčica, od 14. do 18. kod dječaka), odmah iza pubertetske krize“ (Sagalen, 2006, str. 255). Pri određivanju kriterija za gornju granicu adolescencije stručnjaci imaju različita mjerila, zato što su povezana sa preuzimanjem socijalnih uloga odraslih, koje se među društvenim skupinama i unutar samih društvenih skupina prilično razlikuju.
Galland (2001, str. 636) navodi, da se danas mladi uče samostalnosti, ali je njihovo učenje polagano, zapleteno, katkad čak kaotično. Njihova samostalnost često ima dvosmisleno značenje: dinamična je i nestabilna. Obitelj je i dalje prisutna i prati mlade sve dok u potpunosti ne dosegnu neovisnost. Spomenuti autor (ibid) ispostavlja, da se je na početku 21. stoljeća oblikovala nova „omladina“, koja je nastala u vremenu nesigurnosti i tranzicije. Njene značajke su duže razdoblje preispitivanja stvari, kasniji ulazak na tržište rada i manji broj stabilnih brakova. Te su se tri faze u šezdesetim godinama poklapale; danas se odvijaju u različitom vremenu.
Razdoblje adolescence mnogi autori povezuju zsa buntovničkim ponašanjem. Mucchielli (2004, str. 95) misli, da su za omladinu značajni uzorci ponašanja, koji se održe kroz stoljeća. U svim su razdobljima za adolescenciju bili značajni druželjubivost, samopotvrđivanje, tjelesni razvoj, otkriće seksualnosti, nagnuće k alkoholu i rizičnom ponašanju te noćni stil života, posebice kod momaka. S druge strane, uzevši u obzir zaključke Marjanovič Umek, Zupančič (2004, str. 519) u Sloveniji je objavljeno nekoliko istraživanja, koja ne određuju adolescenciju kao problematičnu, iako su individualne razlike (koje se odnose na psihološku zrelost, zaključak naobrazbe ili ekonomsku neovisnost) među pojedincima prilične (ibid). Emocionalno zrele mlade osobe se u srednjem razdoblju adolescence uspješno mogu uhvatiti u koštac sa osjećajem odgovornosti, dok se, međutim, manje zreli još uvijek bore sa osjećajem emocionalne ovisnosti. U srednjem razdoblju adolescence je utjecaj emocija još uvijek jak, jasan i prepoznatljiv, premda mlađi adolescenti svoje osjećaje ipak doživljavaju ugodnije (Dotunović 2006, str. 122-125).
Velik broj stručnjaka dijeli mišljenje (npr. Musek, 1995, Goleman, 1989, Charles, 2008, str. 94) da je napose važno tzv. srednje razdoblje adolescence, kada mlada osoba mora donijeti neke važnije životne odluke. *Učenik se, naime, pred zaključkom srednje škole nađe na pragu nesigurnosti glede odluke za daljnje školovanje odnosno zaposlenje* (Goleman, 1989). Autor naglašava da prijelaz u srednju školu označava kraj djetinjstva i da je sam po sebi jedinstven emocionalni izazov. Uz ostale probleme, kada dođu u novi školski okoliš, skoro svi učenici imaju izgrađeno povjerenje u sebe i samosvijest; njihovo poimanje vlastitoga bića je neodređeno i nesigurno. Spomenuti autor citira Hamburga, koji je mišljenja da je za mladu osobu poseban i najveći izazov "društveno prihvaćanje" - uvjerenje, da se mogu sprijateljiti i sklopljena prijateljstva obdržati. Pri tome još naglasi da taj trenutak u velikoj mjeri pomaže, kao neka vrsta poticaja, da momci i djevojke izgrade tijesne prijateljske kontakte, da rješavaju krize u druženjima, a da ujedno izgrade povjerenje u sebe (ibid, str. 258).

Nadalje, mladi ljudi prema koncu srednje škole postaju emocionalno uravnoteženiji, sebe bolje razumiju. U tom

razdoblju razmišljaju o svojim željama i nadanjima u budućnosti te uspostavljaju zrelije odnose sa više poštovanja prema odraslima. Poštovanje odraslih raste jer se sve više svjesni međusobne ovisnosti. Neki se, nažalost, sve više udaljuju od želje za naobrazbom. U tom razdoblju također pozitivnije prihvaćaju ulogu učitelja koji im predstavljaju uzor i autoritet te s njima uspostavljaju kolegijalnije odnose (Charles, 2008, str. 94).

3. Odstupajuće ponašanje

Kobolt (2010, str. 127) navodi, da sa pojmovima kao što su istupajuće, agresivno, impulzivno ponašanje, smetnje u ponašanju te nemirno dijete, opisuju napose djecu koja imaju poteškoće sa svojim ponašanjem i u svojem okolišu su stigmatizirana kao smetnja, pri čemu gledamo na dijete kao opterećujuće za okoliš. Pritom previđamo činjenicu da je djetetovo ponašanje zapravo odaziv na kvalitetu odnosa, kojima je ispostavljen u svojem bližem okolišu (obitelj, škola, vršnjaci) te zadovoljavanja svojih psihosocialnih potreba. Absolutnih kriterija o tome, što zapravo predstavlja neprimjerno ponašanje u školama, nije moguće postavljati, zato što je pri tome potrebno uvažavati okolnosti; istovremeno je pojmovanje neprimjernoga ponašanja ovisno također i o uvjerenjima pojedinaca, koji ponašanje ocjenjuju – u školi su to najčešće učitelji (Hyman; 1997; Pšunder, 2011, 2004). Kauffman & Burbach (1997) naglašavaju da se antisocialno ponašanje širi u obliku različitog školskog nasilja (Lewis, 2001). Istraživanje koje je Pšundrova objavila 2003. godine ispostavlja smetajuće oblike ponašanja na nastavi, kojima učitelji posvećuju posebnu pozornost. Ti oblici ponašanja često predstavljaju dosta velik problem, jer učenici s takvim odnosom pokazuju nezainteresiranost i apatičnost do nastave. Razlikujemo ponašanje koje neposredno smeta nastavu: upadanje u riječ, čavrljanje, neumjesne primjedbe, uzrokovanje buke (pojedinca), smijanje, hihotanje, glasno premetavanje školskoga pribora, namjerno smetanje kako učenika tako i nastavnika. Među ponašanja kojima učenici neposredno ne smetaju nastavu spadaju različite radnje zbog kojih učenici ne ispunjavaju svojih obveznosti za učenje, kao što su na primjer: nedonošenje školskog pribora, ne obavljanje ili slabo obavljanje domaće zadaće, neposlušnost i nesudjelovanje na nastavi, dopisivanje listićima, čitanje školskoga tiska, obavljanje domaćih zadaća za druge predmete, učenje drugih predmeta, ignoriranje, opažanje okolice, meditiranje (ibid s.123). Uz već spomenute oblike ponašanja pri mladeži nailazimo također i na zabrinjavajuće oblike ponašanja koji su danas u porastu, posebice u srednjem razdoblju adolescence. To su pušenje, uživanje alkohola i zabranjenih supstanci te internetsko nasilje. U literaturi nađemo također određivanje nasilja u kibernetskem prostoru. Činjenica je da se danas posebice među mladima sve češće susrećemo sa porastom elektronskog ili on-line nasilja (engl. Cyberbullying). Spomenuti oblik nasilja se odvija pomoću dostupa elektronskim napravama, kao što su npr. mobilni telefon ili računalo. Upotrebom tih digitalnih naprava se obrasci ponašanja realnog svijeta prenose u virtualni svijet, u koji se mladi sve češće utječu (Savage i Savage, 2010). Internetno nasilje je u tijeku bez ikakvih zadrški, jer su nasilnici uvjereni da ne budu otkriveni. Baš zbog toga se škole teško odazivaju na pojedine primjere internetskog nasilja. Mladi moraju biti svjesni toga, da je internetsko slanje poruka koje sadrže ucjenjivanje, omalovažavanje, prijetnje ili pornografski sadržaj, pravno zabranjena radnja, kojoj neke institucije (npr. policija) mogu ući u trag (Savage i Savage, 2010, str. 223).
Po mišljenju Qing (2007) dobiveni podaci istraživanja među ostalim sugeriraju da je u školama potrebno uvesti preventivne programe, jer samo to ima ključnu ulogu u sprječavanju internetskih zloupotreba te oblikovanju kulture pozitivnih međusobnih odnosa. Pritom trebamo biti svjesni činjenice da samo sa ograničavanjem upotrebe interneta, elektronske pošte i drugih elektronskoh sredstava komunikacije još ne osiguramo smanjenje pojava oblika nasilja i zloupotrebe. Spomenuti autor je također uvjeren da su pojedine strategije namijenjene smanjenju pojava nasilja jednako učinkovite pri sprječavanju internetske zloupotrebe. Ako "elektronski nasilnici" ostanu neidentificirani i neotkriveni, njihovo nasilno ponašanje postane na školi ozbiljno i zabrinjavajuće. Na taj način postoji veća mogućnost da se te vrste nasilja izvode neposredno na pojedinca (Quing, 2007, str. 448-450).

4. Utjecaj socijalno - kulturnog okoliša na ponašanje mladeži

Uzroki i posljedice nasilja, te mogućnosti za sprječavanje nasilja ne možemo tretirati odvojeno od društvenih, političkih, kulturnih, ekonomskih i socijalnih pitanja zato što u problemu nasilja nisu upleteni samo pogođeni pojedinci već također i socijalnokulturni uvjeti konteksta.
Obrazloženja agresije uključuju osobne karakteristike pojedinca (fizičke bolesti, temperament, naučeno ponašanje ...), institucionalne uvjete (šikaniranje i preopterećenost u školi, frustrirajući radni uvjeti ...), socijalnosituacijske komponente (prijetnje, socijalna dinamika, stres itd.) te društveni i kulturni okviri konteksta (nezaposelnost, siromaštvo, društveno vrednovanje nasilja ...). Više faktora obiteljskoga okoliša, kao što su društveno - ekonomski status, odgoj od strane samo jednog roditelja, negativizam matere te močna, nepopustljiva disciplina prognoziraju zastrašivajuće ponašanje mlade osobe (McCord, 1990).
Žakelj i Grmek (2010) obrazlažu da kad govorimo o socijalno - kulturnom okolišu, mislimo kako na socijalno i ekonomsko stanje obitelji, tako i na kulturni i vrednosni vidik učenikovog okoliša. Pokazatelj socijalno - kulturnog okoliša u sebi udružuje, uz naobrazbu roditelja i imutka (miran prostor, pisaći stol, pristup do

interneta, dostupnost različitih izvora i knjiga …), također i vanškolske aktivnosti koje mlada osoba pohađa (tečaj stranih jezika, glazbenu školu, plesnu školu, kazalište, planinarstvo, sportske aktivnosti …) (ibid, str. 20). Te variable, uz tipični socijalno-ekonomski status odražavaju kulturni i vrednosni vidik okoliša, gdje mlada osoba živi (ibid, str. 33).

Za mjerenje socijalno-ekonomskog statusa se najčešće koristi dohodak (kao izmjerljiva vrijednost). Viši stupanj naobrazbe je u pravilu povezan sa boljim ekonomskim i socijalnim statusom. Naobrazba roditelja prognozira dosege njihove djece; potrebno je naglasiti, međutim, da postignuća učenika prognoziraju i oni uvjeti u domaćem okolišu, koji su povezani sa djetetovim uključivanjem u "tradicionalne akademske" intelektualne djelatnosti (Žakelj, Grmek, 2010, str. 19-22).[1]

Na osnovi drugih rezultata Olweus navodi da je društveno ekonomski status obitelji povezan sa neprimjernim ponašanjem u školi; inače učenici sa nižom društveno - ekonomskom pozadinom češće smetaju nego učenici sa višom društveno - ekonomskom pozadinom. Jedno od njegovih istraživanja je pokazalo da so sve varijable školskog okoliša, uključujući ocjenu općeg uspjeha u školi, važan utjecaj na zastrašivajuće ponašanje, kako kod djevojčica tako kod dječaka. Olweus tvrdi da obiteljski faktori, uključujući socijalno - ekonomski status obitelji, potiču mladu osobu na zastrašivajuće odnose (Olweus, 1983).

[1]Žakelj i Grmek (2010) navode da u literaturi ne nađemo opće važeća opredjeljenja, što je i što obuhvaća socijalno - ekonomski status, zato se stvaraju odnosno priređuju različiti socijalno - ekonomski indeksi. Unatoč nedorečenosti u pravilu socijalno - ekonomski indeks sastavljaju faktori, kao što su: naobrazba, imutak, dohodak, zanimanje (http://www.aeufederal.org.au/Publications/DMukherjeepaper.pdf)

S druge strane, postoje istraživanja koja ukazuju na nepravične odnose učitelja, koje doživljavaju učenici zbog svojeg slabog društveno ekonomskog statusa. Istraživanja koja su učinili Tomul E., Celik K. i Tas A. (2012) zaključuju kako mladi shvaćaju učiteljevo ponašanje glede pravičnog i diskriminatornog odnosa do njih (u istraživanje su bili uključeni stariji adolescenti): Na podlozi izjava anketiranih mladih osoba je bilo zaključeno da postoji velika korelacija među diskriminacijom učenika i njihovog društveno-ekonomskog statusa, kao i velika korelacija među društveno-ekonomskim statusom učenika i shvaćanjem diskriminacije i nepravičnosti od strane učenika. Rezultati su pokazali, da je većina anketiranih mladih mislila da su učitelji nepravični glede ocjena, kažnjavanja, nagrađivanja i slično. Nepravični su također u odnosima. Činjenica je da ako je mlada osoba uvjerena da je diskriminiran zbog društveno – ekonomskog statusa, također je uvjerena da je učitelj nepravičan i u svojem odnosu i ponašanju do njih (Tomul E., Celik K., Tas A., 2012).

5. Odgojni pristupi i postupanja učitelja

Istraživanja (npr. Levis, 2001) su pokazala da na ponašanje i odaziv učenika u velikoj mjeri utječe i ponašanje od strane učitelja. O povezanosti stresa i neprimjernog ponašanja učenika svjedoče brojna istraživanja (npr. Chaplain 1995, Poulou in Norwich 2000). Kako učeinci doživljavaju školu je u velikoj mjeri ovisno o učitelju, njegovoj ulozi u kojoj se pojavljuje u samom odgojno - obrazovnom procesu te o njegovim karakternim osobinama (Pšunder, 1994, str. 26-27). Neki naglašavaju učiteljev avtoritet u razredu, koji prije svega zahtjeva poslušnost i beskompromisnost. Temelji se prije svega na moći, a cilj mu je pripraviti učenike na poslušnost i poštovanje prihvaćenih pravila koja postavi učitelj. Učitelj usmjerava učenikovo ponašanje, postavlja pravila, kojih se učenici moraju držati. Poslušnost bi učenike u prvom redu očuvala od nepoželjnih oblika ponašanja, spomenuti pristup također uključuje učiteljev odnos pun poštovanja i naklonjenosti prema učenicima, čime bi bilo zagarantirano i veće poštovanje dogovorenih pravila te siguran nastavni okoliš. Wubbels i suradnici (1991) naglašavaju da učitelji i bez pretjeranog naglašavanja pravila uspjevaju učinkovito izvoditi svoj rad. Potrebno je uravnoteženo vođenje nastavnog sata, koje uključuje dobro strukturiran nastavni sat (nastavni sadržaj), odgovarajuće izabrane nastavne sadržaje, zanimljive i relevantne nastavne metode, nastavni napredak učenika, ali prije svega stvaranje ugodne klime i međuosobnih odnosa. Učiteljevi odgojni pristupi se tijesno povezuju također sa ponašanjem mlade osobe, zato što sa upotrebom neodgovarajućih disciplinskih tehnika utječe na pojavu (porasta) neodgovarajućeg ponašanja učenika (Čuk, Peček, Lesar, Kroflič, 2009, str. 55, Pšunder, 2003). Učitelj u razredu lakše dosegne red sa strožim disciplinskim pristupima, ali slabost je u tome da takovi pristupi ne razvijaju samoodgovornost učenika (Lewis, 2001; Pšunder 2005b). Mnoga istraživanja istovremeno potvrđuju

(npr. Brophy i Evertson, 1976; Kounin, 1970) da se učinkoviti od neučinkovitih učitelja među sobom razlikuju u sposobnostima sprječevanja disciplinskih problema, dakle u učinkovitosti njihovih pristupa. Suvremena istraživanja također pokazuju da učinkovitost pristupa jako utječe na učenikovu volju do učenja te njegov interes do pojedinih predmeta. Nije moguće govoriti o apsolutno najboljem pristupu, iako je pri tome važna središnja uloga učitelja koji najbolje pozna sebe, učenike i naposljetku, razred kao cjelinu (ibid). Pšunder (2004, str. 186) naglašava da se učitelji često nađu pred dilemom kako pristupiti učeniku sa odstupanjem u ponašanju, kako bi mjera bila što učinkovitija i kako ne bi imala negativne posljedice na samosvijest učenika. Događa se da učitelji u svojoj školskoj praksi ne daju prednost odgojnim mjerama sukladno Pravilniku, već drugim oblicima posredovanja. Postupci obrade kršenja mogu biti prilično zapleteni. Dilema koja se po mišljenju autorice pojavljuje u odnosu do Pravilnika, se odnosi i na pitanje kada se smije i kada se ne smije izreći odgojna mjera na podlozi Pravilnika. Različiti autori (npr. Kroflič, 2004, Pšunder, 2004) navode da učitelji upotrebljavaju različite aproksimativne i nekonsistentne pristupe za postizanje discipline, koji su često u suprotnosti sa stručnim djelovanjem u skladu sa Pravilnicima o školskom redu odnosno Pravilnicima o pravima i dužnostma. Često se s jedne strane pozivaju na neadekvatnost formalnih odgojnih mjera, s druge se pak strane kasnije njima ipak posluže. Učitelj također mora biti svjestan činjenice da samo pravno - administrativno utemeljivanje nedozvoljenog ponašanja, pri čemu se poziva na pravilnik o školskom redu za đake odstupajućeg ponašanja nije dostatan (ibid).

6. Istraživanje

6.1. Postavljene hipoteze

H1: Pretpostavljamo da se mladež iz Slovenije i Srbije razlikuje u ponašanju, i to na način da mladež iz Srbije češće odstupa u ponašanju nego mladež iz Slovenije.

H1.1: Pretpostavljamo da se mladež razlikuje u odstupanju u ponašanju obzirom na razred,
na način da srednješkolci 1. razreda češće odstupaju u pojedinim oblicima ponašanja nego srednješkolci iz 4. razreda;

H1.2 : Pretpostavljamo da se mladež razlikuje u odstupanju u ponašanju obzirom na vrstu škole, na način da mladež koja pohađa srednje stručne škole češće odstupa u ponašanju od mladeži koja pohađa gimnazije.

6.2 Metodološko opredjeljenje istraživanja

6.2.1 Istraživačke metode

Upotrijebili smo deskriptivnu i kauzalno - neeksperimentalnu metodu pedagoškog istraživanja.

6.2.2 Istraživački uzorak

Uzorak: Istraživanje se je temeljilo na neslučajnom namjenskom uzorku đaka - mladeži. Osnovnu populaciju koju smo obuhvatili u istraživanju je sastavljala osnovna masa ljudi 491 đaka dviju država, i to iz *Slovenije* 244 (49,7%) đaka, i iz *Srbije* 247 (50,3%). Uzorkom smo obuhvatili đake 1. i 4. razreda, koji pohađaju gimnazije i srednje stručne škole na području Maribora iz Republike Slovenije te Čačka iz Republike Srbije.

Đaka 1. razreda je bilo 247 (50,3 %) a đaka 4. razreda 244 (49,7 %). Od toga ih je gimnazije pohađalo 243 (49,5%) a srednje stručne škole 248 (50,5 %).

6.2.3 Tijek sabiranja podataka

Istraživanje se odvijalo u siječnju školske godin 2013. Uz suglasnost ravnatelja se je istraživanje odvijalo pod vodstvom, anonimno i dobrovoljno. Razdijelili smo 500 anketnih upitnika od kojih je kasnije 9 bilo nevažećih odnosno neodgovarajuće ispunjenih. Prije početka istraživanja smo đacima pojasnili svrhu istraživanja te im dali potrebna uputstva. Tijekom istraživanja su bila upotrebljena dva sklopa anketnog upitnika za đake: prvi sklop se je odnosio na opće podatke o đacima (starost, vrsta škole, država iz koje dolazi). Drugi sklop je uključivao petstupanjsku numeričku ljestvicu.

6.2.4. Sadržajno metodološke značajke instrumenta

a) *Petstupanjska numerička ljestvica*, koju smo sami oblikovali obuhvaća 18 tvrdnji. Tvrdnje se odnose na različite oblike odstupanja u ponašanju, sa kojima đaci krše pravila kućnoga reda u srednjim školama. Đaci su

odgovarali tako da su u tabeli zaokružili odgovarajući broj, koji ilustrira koliko puta su se u tekućoj školskoj godini ponavljali određeni oblici ponašanja: 1- **nikada,** 2 - **jednom,** 3 - **2-5 puta,** 4 - **6-9 puta,** 5 - **10 i više puta.**

6.2.5 Postupci obrade podataka

Parametrični statistički pokus:

- T - test za određivanje razlika u odstupanju u ponašanju u cjelini *obzirom na različite socijalno - kulturne okoliše (države* Slovenija, Srbija), iz kojih mladež dolazi;

T - test pokus za dva neovisna uzorka (za određivanje razlika u stupnju odstupajućih oblika ponašanja obzirom na starost đaka, vrstu škole, koju mladež pohađa: gimnazija, srednja stručna škola);

7. Rezultati istraživanja

Tabela 1: T-test za varijable, kod kojih je bila utvrđena statistički značajna razlika u odstupanju u ponašanju obzirom na državu.

Odstupanje u ponašanju – u cjelini	*Država*	N	X	*SD*	*Ispit homogenosti variance*		*Ispit razlika aritmetičnih sredina*	
					F	*P*	*t*	*P*
	Slovenija	244	0,9380	0,77577	*14,251*	*0,000*	*2,696*	*0,007*
	Srbija	247	0,7726	0,57194				
	Zajedno	491	1,7106	1,34771				

Tabela 1 pokazuje da postoje statistički značajne razlike u odstupanju u ponašanju u cjelini glede na državu iz koje mladež dolazi; srednješkolci iz Slovenije češće odstupaju u ponašanju nego srednjoškolci iz Srbije.
Rezultati istraživanja podupiru studiju antropologinje Margeret Mead (1970) koja je pojašnjavala da postoje razlike u ponašanju mladeži iz različitih kulturnih okoliša, zato razdoblje adolescence nije nužno problematično. U tradicionalnim kulturama društveni sistem nekako sprječava da buntovništvo postane adolescentova snažna (ili očekivana) faza (**Valsiner, 1997, str. 299**). Dobiveni podatci su donekle iznenadili, zato što na početku istraživanja nismo očekivali da će slovenski srednješkolci više odstupati u ponašanju od svojih srpskih vršnjaka. Zato hipotezu H.1 ne potvrđujemo. Mislili smo da se mladež iz Srbije suočava sa većom socijalnom problematikom, nezaposlenošću i kriminalom nego što je to prisutno u Sloveniji; to inače zacijelo rezultira češćim pojavama problematičnog ponašanja mladih.
Stručnjaci koji se kod nas bave problemima u ponašanju unutar obitelji tvrde da su u zadnjem desetljeću problematični oblici ponašanja u porastu zbog društveno - ekonomskog i civilizacijskog značaja obitelji i društva što zacijelo utječe i na socijalne odnose među ljudima. Zadnje vrijeme se također ispostavlja značenje globalizacijskih promjena u svijetu i recesije, zbog čega se kultura obitelji i kultura društva u cijelosti mijenja. Ekonomska situacija utječe i na razvoj dječje samosvijesti i njegovo ponašanje. Slabi stambeni uvjeti, nezaposlenost i siromaštvo utječu na obiteljsku klimu, razvoj vrednota, odnosa i uloga a sve skupa na uvjete školovanja (Musek, 1995).

Türnüklü & Galton (2001) ispostavljaju saznanja nekih autora (npr. Açikgöz, 1996; Gray & Richer, 1988), koji navode da je neprimjerno odnosno smetajuće ponašanje mladeži povezano prije svega sa karakteristikama osobnosti pojedinca; većina smetajućih učenika ima najčešće niska nastavna postignuća i sposobnosti. Njihov socialno-ekonomski status je relativno nizak, jer dolaze iz obitelji koje imaju financijske odnosno stambene poteškoće, zajedno sa nedostatnom disciplinom. Spomenuti autori su na podlozi svojeg istraživanja u Turskoj i Engleskoj utvrdila da postoji povezanost između učenikovog doma i njegova smetajućeg ponašanja u školi. Ekonomski standard obitelji je bio prepoznat kao važan faktor pri nastanku problema unutar obitelji. *Učitelji*

obiju država su uzroke za neprimjerne oblike ponašanja u najvećoj mjeri pripisivali domaćem okolišu, ulozi ekonomskog statusa družine. Misle da ako obitelj ima problem sa ekonomskim standardom, to se može negativno odraziti na svim članovima, što posljedično također utječe i na ponašanje učenika u razredu (prav tam, str. 304).

Tabela 2: T- test za varijable kod kojih je bila utvrđena statistički značajna razlika u odstupanju u ponašanju mladeži iz Srbije i Slovenije obzirom na razred

Odstupanje u ponašanju	*razred*	*N*	*X*	*SD*	*Ispit homogenosti variance*		*Ispit razlika aritmetičkih sredina*	
					F	*P*	*t*	*P*
Traženje zabave pod nastavom	1. razred	247	1,9150	1,50772	3,356	0,068	0,946	0,345
	4. razred	244	1,7828	1,58891				
Svađao se sa učiteljem	1. razred	247	1,2955	1,45029	4,234	0,040	0,030	0,976
	4. razred	244	1,2992	1,23588				
Namjerno uzrokovanje štete na toaletima, hodnicima i ostalim zajedničkim prostorima	1. razred	247	0,7611	1,14570	5,067	0,025	1,459	0,145
	4. razred	244	0,9303	1,41103				
Podsmjehivao se učitelju	1. razred	247	0,5385	1,03080	1,502	0,221	0,679	0,497
	4. razred	244	0,6066	1,18674				
Prisvojio tuđe vlasništvo	1. razred	247	0,1579	0,60768	0,976	0,324	0,526	0,599
	4. razred	244	0,1270	0,68812				
Izostao sa nastave (»markirao«)	1. razred	247	1,3482	1,35259	0,232	0,630	9,104	**0,000**
	4. razred	244	2,4508	1,33088				
Podsmjehivao se vršnjaku	1. razred	247	1,0162	1,24276	4,603	0,032	2,040	**0,042**
	4. razred	244	1,2541	1,33987				
Fizično obračunavao sa vršnjacima	1. razred	247	0,6721	1,09403	17,083	0,000	3,227	**0,001**
	4. razred	244	0,3770	0,92365				
Pušio	1. razred	247	0,6923	1,33224	24,935	0,000	2,420	**0,016**
	4. razred	244	1,0164	1,62280				
Pio alkohol (više puta više gutljaja)	1. razred	247	1,0405	1,48925	18,196	0,000	3,318	**0,001**
	4. razred	244	1,5164	1,68378				
Uživao droge	1. razred	247	0,2794	0,85949	10,114	0,002	1,686	**0,092**
	4. razred	244	0,4262	1,06124				
Poticao vršnjake na kršenje školskog reda, discipline	1. razred	247	1,3644	1,37221	3,917	0,048	3,708	**0,000**
	4. razred	244	1,8484	1,51724				
Namjerno smetao kolegu pod nastavom (zvao, povlačio za rukav, …)	1. razred	247	0,5668	1,06810	11,743	0,001	1,802	**0,072**
	4. razred	244	0,7585	1,27775				
Crtao po zidovima	1. razred	247	0,5830	1,17917	21,284	0,000	3,008	**0,003**
	4. razred	244	0,3074	0,81636				
Nije uvažavao učiteljeve upute za rad na nastavi	1. razred	247	0,3401	0,99477	32,016	0,000	2,920	**0,004**
	4. razred	244	0,1311	0,51241				
Svađao se	1.razred	247	0,9555	1,25994	0,571	0,450	0,134	0,984
	4. razred	244	0,9713	1,36204				
Pisao uvredljive, nepristojne poruke o nekom preko facebooka	1. razred	247	0,4089	1,10376	30,293	0,000	2,892	**0,004**
	4. razred	244	0,1721	0,65033				
Prijetio/zastrašivao vršnjaka	1. razred	247	0,4372	1,06454	0,147	0,701	0,055	0,956
	4. razred	244	0,4426	1,09657				
Odstupanje u ponašanju - skupa	1. razred	247	0,7985	0,74208	4,162	0,042	1,842	**0,066**
	4. razred	244	0,9121	0,61874				

Nije uvažavao učiteljeve upute za rad na nastavi	**1.razred**	**247**	**0,3401**	**0,99477**	**32,016**	**0,000**	**2,920**	**0,004**
	4.razred	**244**	**0,1311**	**0,51241**				
Svadžao se	**1.razred**	**247**	**0,9555**	**1,25994**	**0,571**	**0,450**	**0,134**	**0,984**
	4.razred	**244**	**0,9713**	**1,36204**				
Pisao uvredljive, nepristojne poruke preko facebooka	**1.razred**	**247**	**0,4089**	**1,10376**	**30,293**	**0,000**	**2,892**	**0,004**
	4.razred	**244**	**0,1721**	**0,65033**				
Prijetio	**1.razred**	**247**	**0,4372**	**1,06454**	**0,147**	**0,701**	**0,055**	**0,956**
	4.razred	**244**	**0,4426**	**1,09657**				
Odstupanja u ponašanju-cjelokupno	**1.razred**	**247**	**0,7985**	**0,74208**	**4,162**	**0,042**	**1,842**	**0,066**
	4.razred	**244**	**0,9121**	**0,61874**				

Tabela 2 pokazuje statistički važne razlike odstupanja u ponašanju glede na razred; srednješkolci 4. razreda češće odstupaju u pojedinim oblicima ponašanja od srednješkolaca koji pohađaju 1. razred srednje škole. Statistički značajne razlike glede na razred su se pokazale kod sljedećih tvrdnji: »izostao sa nastave« (markirao), »podsmjehivao se vršnjaku«, »fizički obračunavao sa vršnjacima«, »pušio«, »pio alkohol«, »uživao droge«, »poticao vršnjake na kršenje školskoga reda«, »namjerno smetao kolegu pod nastavom«, »pisao po zidovima«, »nije uvažavao učiteljeve upute za rad na nastavi«, »pisao uvredljive, nepristojne poruke preko facebooka«.

Hipotezu H1.1 koju smo postavili na početku istraživanja ne potvđujemo, zato što smo na podlozi uvjerenja brojnih stručnjaka zaključili, da je mladež pri kraju srednjeg razdoblja adolescence nešto manje inklinira prema rizičnim oblicima ponašanja. Po njihovom su mišljenju đaci 1. razreda na prijelazu iz osnovne u srednju školu problematičniji u ponašanju od starijih đaka zato što se uz ostale probleme suočavaju sa brojnim tjeskobama, nesigurnošću i dvojbama kada dođu u nov školski okoliš.

S druge strane postoje stručnjaci koji naglašavaju također i činjenicu da se u srednjem razdoblju adolescence mladež suočava sa nekim važnim životnim odlukama kojima su češće opterećene na zaključku srednje škole nego na prijelazu iz osnovne u srednju školu, jednako tako se još uvijek *suočavaju sa dvojbama, nesigurnošću, krizom identiteta*. Ule također (2006) ispostavlja činjenicu da u zadnjim desetljećima na promjene odrastanja utjuču također i zahtjevi za temeljnim identitetnim radom koji se pomiče u kasnu mladost. Po riječima Uletove se otvara važno pitanje kako će mladi riješili temeljne identitetne dileme radi određenog paradoksa. V svijetu za koji je značajna sve veća otvorenost, prihvaćanje različitosti, postaje rješavanje identitetne dileme sve teže. Način rješavanja identitetne krize je danas ovisan od toga, na kakav način se mladi ljudje hvataju u koštac sa nesigurnostima u suvremenom svijetu (ibid, str. 100-101).

Tabela 3 : T-test ispita razlika u odstupanju u ponašanju obzirom na vrstu škole

Odstupanje u ponašanju	*Vrsta škole*	N	X	*SD*	*Ispit homogenosti varianci*		*Ispit razlika aritmetične sredine*	
					F	*P*	*F*	*P*
	Gimnazije	243	0,4918	1,21544	*14,251*	*0,000*	*2,696*	*0,007*
	Stručne škole	248	0,3887	0,92545				
	Skupa	491	1,8805	2,14089				

Iz tabele 3 se može iščitati da postoje statistički značajne razlike u odstupanju u ponašanju obzirom na vrstu škole. Đaci srednjih stručnih škola češće odstupaju u ponašanju od đaka gimnazija. Rezultati ne iznenađuju ako uvažimo činjenicu da su u pravilu đaci gimnazija također uspješniji u učenju nego đaci ostalih srednjih škola. Đaci koji pohađaju različite srednje škole i gimnazije se razlikuju po kriterijima za upis i po zahtjevnosti nastavnog programa. Kriteriji za upis na gimnaziju su restriktivniji od ostalih srednjih škola. Zato se na gimnazije upisuju najuspješniji (odlični) učenici. Jednako tako su roditelji gimnazijalaca u prosjeku sa višom naobrazbom, često su pozorniji na djetetovo školovanje, njihove uspjehe, dobro poznaju njihove dosege i na njih ih potiču. Svojim ponašanjem povišuju djetetovu motivaciju za učenje (Žakelj Grmek, Ivanuš, 2010, str. 22).

7. Rasprava

Dobiveni rezultati istraživanja su pokazali da među đacima koji dolaze iz Slovenije i Srbije postoje statističko važne razlike u odstupanju u ponašanju. Statistički važne razlike su se pokazale također glede na starosti i vrste škole koje mladež iz obiju država pohađa. Zaintrigirali su nas i donekle iznenadili podaci iz istraživanja koji su pokazali da slovenski srednjoškolci češće odstupaju u ponašanju od svojih srpskih vršnjaka; na početku istraživanja to nismo predviđali. Iako u našem istraživanju nismo utvrđivali uzroke za odstupanja u ponašanju, otvara nam se pitanje u vezi sa odgojnom učinkovitošću škole, prije svega kako se škole bore protiv problematičnog ponašanja učenika i kolikoj mjeri pojedine škole doista ispunjuju sve izrečene mjere (kako u Sloveniji tako i u Srbiji). Škola kao odgojno - obrazovna institucija je, naime, često puta postavljena pred dilemu hoće li đaka zbog nasilnog ponašanja ili prekomjernog nedozvoljenog izostajanja sa nastave (neopravdani sati) izključiti iz šole. Takvo rješenje je po mišljenju mnogih stručnjaka u suprotnosti sa načelima održavanja smislenog odnosa i zaštite osobnog rasta đaka. U Sloveniji se uvjetno isključenje odredi za najteža kršenja, određena u 18. članu Pravilnika o školskom redu u srednjim školama. Među najteža kršenja se ubraja također i neopravdana odsutnost, koja iznosi 35 sati u školskoj godini (Službeni list Republike Slovenije, br. 60/2010). Za jednak broj neopravdanih sati izostanka isključuju đaka iz škole i u Srbiji (brojni izostanki sa časova najčešči su ipak u stručnim školama, ne u gimnazijama) iako se takva mjera (isključenje đaka iz škole) u praksi rijetko (ili uopće ne) izvodi. Mediji izvještavaju da neke srednje stručne škole bilježe i do 16000 neopravdanih sati izostanaka iz škole u toku školske godine. Škole, naime, kod đaka toleriraju neopravdane sate izostajanja sa nastave i rađe se posluže izricanjem blažih oblika kazni. Zbog duge procedure disciplinskih postupaka sve češće izbjegavaju takve radnje, što ih u okolini najčešće povezuje sa slabom učinkovitošću i time škole dolaze na "slab glas". (http://www.politika.rs/rubrike/Drustvo/U-nekim-skolama-i-16_000-neopravdanih-izostanaka.lt.html)

V skladu sa navedenim smo u tekstu željeli upozoriti i na ulogu odgojno - teoretskih pristupa učitelja. Učiteljevi odgojni pristupi se tijesno povezuju sa ponašanjem mlade osobe; upotreba neodgovarajućih disciplinskih tehnika utječe na pojavu (porast) neželjenog ponašanja učenika (Čuk Peček, Lesar, Kroflič, 2009, str. 55, Pšunder, 2003. Mnogea istraživanja (npr. Brophy in Evertson, 1976; Kounin, 1970) naime potvrđuju da se učinkoviti od neučinkovitih učitelja među sobom razlikuju u sposobnostima spriječavanja disciplinskih problema, dakle u učinkovitosti njihovih pristupa.

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TOOLS OF THE TRADE: DIGITAL AUDIO WORKSTATION USAGE ANTECEDENTS

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Abstract
Recent advances in music technologies have unleashed a phenomenon in digital audio workstation (DAW) utilization among artists for the tasks of composing, recording, mixing and mastering music. Artists had a significant impact on the development and adoption of new recording technologies, expecially with music industry changes in the the last decade. Persson (2006) states that home recording equipment and DAWs created competition for commercial studios, and caused a re-evaluation of the production process and what is recorded at home versus in the commercial studio and by whom. The focus of this research is the individual experience among heavy metal and hard rock artists with DAW utilization in the process of composition, pre-production, recording, mixing and mastering music. A better insight into the factors influencing the digital audio workstation usage enable DAW providers to align the DAW functions and capabilities to meet the artists' needs. This study combined the Task-Technology Fit model (Goodhue & Thompson, 1995) with the Technology acceptance model (Davis, 1989), which specifies the causal relationships between perceived usefulness, perceived ease of use and usage behavior. With 838 completed surveys, a partial least squares structural equation modeling approach was used for the assessment of the measurement and structural model.

Keywords: Digital audio workstation (DAW), Task-technology fit, Technology acceptance model, usage antecedents, music production

1. INTRODUCTION

Technological innovations have always influenced the ways in which music is made and consumed in societies (Hughes & Lang, 2003). Hughes & Lang (2003) identified an emerging trend in music production; scarce, expensive production resources (traditional recording studios, CD presses) are being replaced by ubiquitous, low-cost production resources (Digital audio workstations, MP3 storage media and IT storage media in general).

A computer-based digital audio workstation (DAW) is an electronic system which comprises four basic components (computer, audio interface, digital audio editor software, input device), designed for recording, editing and playing back digital audio. Persson (2006) states that a DAW includes computers, interfaces, external mixers, soundcards, and software (controls, mixers and additional features) with the addition of other external digital equipment such as reverbs, equalizers and plug-ins (effects). A DAW allows recording, editing and mixing audio through visual interfaces entirely in digital form, providing the highest sound quality.

Advances in music technologies led to a growing diffusion of DAW utilization among artists. For this research, the DAW usage antecedents among heavy metal and hard rock artists are explored. The results can provide researchers and DAW developers better understanding of why and how DAW characteristics and their fit with task characteristics drive DAW utilization by end-users for particular tasks (composition, pre-production, recording, mixing and mastering music).

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

With all computer software, the efficiency of the workflow depends on the design methodology, which impacts the level of interaction required for optimum operation whether this is for the pro user or the consumer. This interaction is mediated by the graphic user interface (GUI) the best of which have been designed using principles of human computer interaction - HCI (Ramshaw, 2006).

DAW software, specifically it's implementation design, allows for easier building and debugging, but sometimes it ignores the needs, desires and mindsets of the end users and their workflow. Created to fit within workflows steeped in analog processes, DAWs logically emulate the look, feel, and functionality of the hardware they are designed to replace (Koda, 2011). Koda (2011) states that the active design choice to mirror hardware-based methodologies limits the actualization of DAW software's full potential, and the advancement of new methodologies and workflows for audio, as follows: (1) Emulating hardware layouts also emulates their flaws, (2) Emulating hardware technologies ignores possibilities with digital technologies and (3) Emulating obsolete hardware layouts creates a barrier to new entrants into the field.

Current Digital Audio Workstations include increasingly complex visual interfaces which have been criticised for focusing user's attention on visual rather than aural modalities (Mycroft & Reiss, 2013). Mycroft & Reiss (2013) suggest that cognitive and perceptual factors of GUIs may contribute to the optimal use of DAWs. Koda (2011) points that metrics considered important by sound editors and designers have been largely marginalized; things like intuitive manipulation, transparency, ease and enjoyment of use, and scalability of tasks.

Many researchers studied the application of DAWs for music production (Leider 2004; Koemans & Collins, 2004; Hosken, 2010; Savage, 2011; Koda, 2011) but none of them analyzed DAW usage antecedents. Nance & Straub (1996) state that information technology usage is regarded as a core variable in IS research.

The Technology acceptance model (Davis, 1989) has been widely used to test the acceptance of information technologies. According to Davis (1993), perceived usefulness and perceived ease of use are important factors that influence the attitude of individuals toward a particular technology. The TAM states that perceived ease of use and perceived usefulness have a direct effect on the attitude toward the use of a technology along with perceived ease of use having a positive effect on perceived usefulness. Research on TAM and other behavioral models of antecedents to system usage suggests that individuals tend to make IT usage choices based on their perceptions of system usefulness (Nance & Straub,1996).

Task-technology fit (TTF) is the degree to which a technology assists an individual in performing his or her protfolio of tasks (Goodhue & Thompson, 1995). The antecedents of TTF are the interactions between task, technology and individual. Goodhue & Thompson (1995) argue that as tasks become more demanding or technologies offer less functionality, TTF will decrease. They mapped the TTF components as follows: (1) data quality, (2) localibility of data, (3) authorization to access data, (4) data compatibility between systems, (5) training and ease of use, (6) production timeliness, (7) system reliability and (8) IS relationship with users.

Utilization is the behaviour of employing the technology in completing tasks. Even though the utilization construct is not well understood, Davis et al. (1989) and Goodhue & Thompson (1995) propose measures such as the frequency of use or the diversity of applications employed. The impact of TTF on utilization is mediated by the beliefs about the consequences of using a sustem. Goodhue & Thompson (1995) indicate that TTF should be an important determinant of whether systems are believed to be more useful, more important, or give more relative advantage.

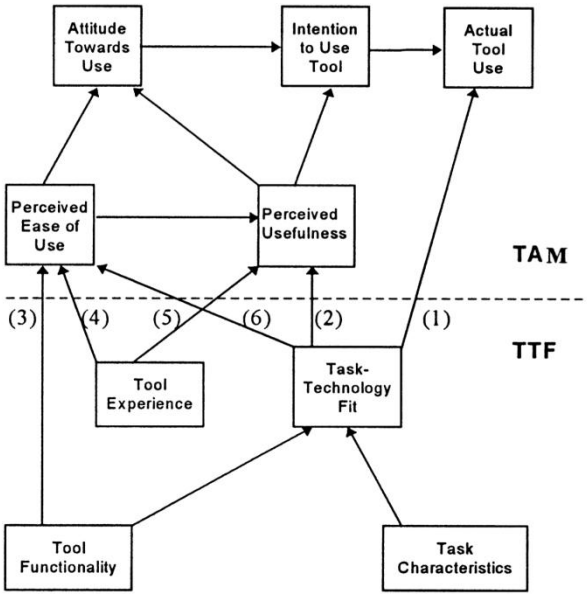

Fig.1. Integrated TAM/TTF model (Source: Dishaw & Strong, 1999)

Dishaw & Strong (1999) extended TAM with TTF constructs. Their results indicate a better explanation for the variance in IT utilization than either TAM or TTF models alone. In their integrated TAM/TTF model (Figure 1.), TTF constructs directly affect IT utilization and indirectly affect IT utilization through TAM's primary explanatory variables, perceived usefulness and perceived ease of use.

Based on Dishaw & Strong's integrated TAM/TTF model, the following research hypotheses are proposed:

H1. User evaluations of TTF will be affected by both task characteristics and characteristics of the technology.
H2. Perceived ease of use will be influenced by the TTF, technology characteristics and individual experience with technology.
H3. Perceived usefulness will be influenced by the perceived ease of use, TTF and individual experience with technology.
H4. Attitude towards use will be influenced by both Perceived usefulness and Perceived ease of use.
H5. Intentions to use the system will be influenced by both Perceived usefulness and Attitude towards use.
H6a. Usage will be affected by the intentions to use the system.
H6b. Usage will be affected by the Task-Technology Fit.
H6c. Usage will be affected by task characteristics.

3. RESEARCH METHOD AND RESULT ANALYSIS

3.1. Data collection procedures and data analysis

For the purpose of this research an online survey was used. Hard rock and Heavy metal bands were contacted through e-mails provided by the independent management and promotion agency Full Metal Service. The data was collected from February to March 2014.

A total of 838 valid surveys from band representatives from all around the world was analyzed for demographics and other descriptive statistics, including respondents' experience with DAW, the most frequent tasks they use the DAW for, and the DAW software of their choice (Table 1.). 88% of the respondents's age is between 20 and 40, most respondents are from European countries, only 11% of the respondents have less than 1 year experience using a DAW, and task characteristics are relatively evenly distributed. Table 1. shows that respondents use DAW primarily for composing, pre-production and recording. That means, recording studios are still significant factors in final music production, expecially for the tasks of mixing and mastering music. Regarding DAW software, Steinberg's Cubase dominates as a tool of choice (42%), followed by Avid Pro Tools (14%) and Apple Logic (11%). An interesting fact is that Cockos Reaper accounts for nearly 10% of the DAWs used.

Table 1. Descriptive statistics

Age	Freq.	%
>50	6	0,72
40-49	73	8,71
30-39	348	41,53
20-29	394	47,02
16-19	17	2,03
Total	838	100

Country	Freq.	%
Germany	73	8,71
Sweden	69	8,23
Spain	65	7,76
Italy	55	6,56
Poland	52	6,21
Finland	48	5,73
UK	48	5,73
Greece	34	4,06
Netherlands	34	4,06
Russia	34	4,06
Norway	27	3,22
Portugal	26	3,10

Experience with DAW	Freq.	%
more than 5 years	332	39,62
between 1 and 5 years	414	49,40
less than 1 year	92	10,98
Total	838	100

Task Characteristics*	Freq.	%
Composing	564	23,09
Pre-production	598	24,48
Recording	603	24,68
Mixing	427	17,48
Mastering	251	10,27
Total	2443	100

DAW software*	Freq.	%
Steinberg Cubase/Nuendo	454	42,08
Avid Pro Tools	151	13,99
Apple Logic	116	10,75
Cockos Reaper	103	9,55
Adobe Audition	50	4,63
Image-Line FL Studio	47	4,36

Croatia	22	2,63
Hungary	22	2,63
Czech Rep.	21	2,51
France	21	2,51
Switzerland	20	2,39
Other	187	22,32
Total	838	100

Cakewalk Sonar	36	3,34
Other	122	11,31
Total	1079	100

* multiple-choice answers

The survey included one open-ended question, enabling respondents to provide additional information regarding their DAW configuration. A special emphasis was put on the computer system configuration, DSP processors usage, audio interface, plugins, virtual instruments and external gear used. 391 out of 838 respondents provided detailed answers in text form. To extract useful information, R programming language with "tm" and "wordcloud" packages was used to perform text mining and data visualization. The wordcloud (Figure 2.) indicates most frequent brands of plugins, audio interfaces and computer systems reported.

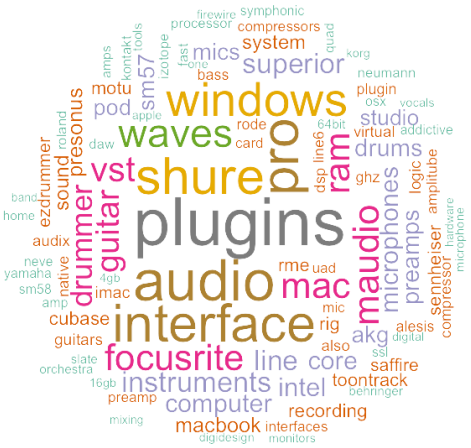

Fig.2. Users' reported DAW equipment word cloud
(Source: Author's calculations)

3.2. Operationalization and measurement of variables

Indicators for the latent variables were operationalized from prior studies and adapted for this research requirements. Special attention was put on the Task Characteristics and Tool Characteristics. Most frequent tasks were mapped form previous DAW studies and analyzed through a comparison of respondents' satisfaction with specific DAW functions and the usage frequencies of those functions, for the tasks of composing, pre-production, recording, mixing and mastering.

Table 2. DAW functions map

Tool Functions	Satisfaction		Usage Frequency	
	Mean	SD	Mean	SD
Drag and drop to import, arrange, and render	4,1038	0,7806	7,7709	2,1850
Mix audio, MIDI on any track	4,0967	0,7738	7,6384	2,3670
Move, split, glue, resize, trim, loop, time stretch, pitch shift, fade, crossfade, slip, snap to grid	4,1635	0,8081	8,1611	2,0488
Zoom, scroll, scrub, jog, tab to audio transient, MIDI navigation	3,9033	0,8390	7,6695	2,3462
Group editing, routing, bussing	3,8234	0,8550	6,7100	2,5500
Automation recording, playback, and editing support for track controls and plug-ins	3,8604	0,8401	6,7816	2,4139
Manage tempo, time signature, and varispeed changes	3,8126	0,9129	7,0644	2,4632
Separate audio or MIDI into freely arrangeable takes and lanes for easy comping	3,7422	0,8595	6,4415	2,5486

Copy or move regions, to quickly try out alternate arrangements	4,0251	0,8498	7,3449	2,3996

The respondents are most satisfied with DAW's basic editing functions (Mean: 4,16; St.Dev.: 0,8), which is the most used DAW function (Mean: 8,16; St.Dev.: 2,05). Table 2. shows that correlation exists between satisfaction with tool functions and usage frequency of those functions. That was the key to link technology characteristics and task characteristics with the TTF construct for this research. The TTF construct was adapted from prior studies (Goodhue & Thompson, 1995; Irwansyah, 2007) and reduced in the number of indicators used. As for the whole model, a survey with a total of 49 items was created, special caution was devoted to survey lenght, for the prupose of effort and error reduction.

The survey items related to each construct included in the model were measured using a five-point Likert scale. All items ranged from 1 (strongly disagree) to 5 (strongly agree). The survey items related to Technology characteristics were mesured with satisfaction degree (1 – very unsatisfied to 5 – very satisfied). Task characteristics was measured using a ten-point Likert scale, with survey items relating to the frequency of performing a specific task.

3.3. Model assessment

This research is based on Partial Least Squares Structural Equation Modeling (PLS-SEM) to develop a model that represents the relationships among the nine proposed constructs measured by 49 items. The PLS is a multivariate technique for assessing structural models (from: Wold, 1985.). The software tool WarpPLS 4.0 was used to assess the measurement and the structural model of the research.

A confirmatory factor analysis (CFA) was employed to establish the reliability of the items and the convergent and discriminant validity of the constructs. This is crucial for the assessment of the measurement model. The factor structure matrix of item loadings and cross-loadings (Table 3.) confirms that the convergent validity of each construct is achieved as the item loadings for each construct are above the threshold of 0.708 (Hair et al., 2014). 16 items didn't meet the minimum requirements and were removed from the model.

Table 3. Factor structure matrix of loadings and cross-loadings

	ATT	EXP	PEOU	PU	TASK	TECH	TTF	USAGE	INTU
ATT1	0,848	0,220	0,451	0,537	0,379	0,453	0,455	0,297	0,574
ATT2	0,843	0,196	0,432	0,536	0,358	0,447	0,424	0,292	0,551
ATT3	0,835	0,173	0,372	0,530	0,318	0,402	0,406	0,252	0,558
ATT4	0,850	0,238	0,456	0,580	0,350	0,442	0,451	0,324	0,600
EXP	0,246	1,000	0,290	0,254	0,240	0,168	0,126	0,590	0,301
PEOU1	0,486	0,302	0,834	0,499	0,390	0,476	0,487	0,345	0,472
PEOU2	0,457	0,284	0,862	0,482	0,416	0,518	0,524	0,318	0,474
PEOU4	0,356	0,204	0,799	0,431	0,350	0,426	0,406	0,270	0,368
PEOU5	0,338	0,128	0,775	0,386	0,332	0,404	0,396	0,204	0,315
PU1	0,498	0,223	0,451	0,750	0,285	0,375	0,403	0,262	0,463
PU2	0,492	0,217	0,434	0,798	0,364	0,392	0,423	0,298	0,482
PU3	0,412	0,107	0,390	0,720	0,284	0,359	0,360	0,223	0,378
PU5	0,538	0,245	0,475	0,794	0,331	0,367	0,403	0,304	0,534
PU6	0,509	0,188	0,391	0,765	0,338	0,428	0,446	0,250	0,489
PU7	0,492	0,161	0,382	0,734	0,353	0,409	0,413	0,296	0,518
TASK2	0,320	0,183	0,364	0,359	0,743	0,488	0,363	0,267	0,374
TASK3	0,351	0,230	0,345	0,343	0,783	0,511	0,373	0,304	0,404
TASK4	0,309	0,178	0,300	0,291	0,781	0,467	0,329	0,235	0,323
TASK5	0,320	0,167	0,389	0,334	0,774	0,480	0,342	0,308	0,351
TASK6	0,278	0,148	0,339	0,301	0,724	0,411	0,295	0,264	0,299
TECH1	0,395	0,106	0,430	0,426	0,412	0,755	0,499	0,200	0,439
TECH2	0,403	0,109	0,435	0,369	0,502	0,750	0,455	0,241	0,412
TECH3	0,420	0,154	0,386	0,402	0,469	0,776	0,506	0,231	0,435
TECH4	0,379	0,116	0,430	0,357	0,460	0,791	0,475	0,193	0,402
TECH5	0,374	0,155	0,458	0,391	0,528	0,738	0,439	0,286	0,416

TTF1	0,389	0,064	0,402	0,416	0,331	0,518	0,799	0,157	0,407
TTF2	0,438	0,133	0,440	0,430	0,404	0,518	0,813	0,181	0,455
TTF3	0,326	0,038	0,397	0,333	0,290	0,419	0,751	0,117	0,350
TTF9	0,425	0,143	0,481	0,468	0,352	0,462	0,725	0,253	0,424
USAGE	0,346	0,590	0,354	0,360	0,364	0,302	0,234	1,000	0,406
INTU1	0,603	0,250	0,447	0,541	0,348	0,440	0,445	0,339	0,845
INTU2	0,469	0,241	0,372	0,498	0,441	0,466	0,425	0,353	0,774
INTU3	0,588	0,250	0,423	0,515	0,358	0,458	0,443	0,310	0,842

The verification of the reliability of indicators was obtained using Cronbach's alpha coefficient (from: Cronbach, 1970.), testing the contribution made by each indicator to be similar, as well as the composite reliability coefficient (from: Werts et al., 1974.) which takes respective indicators into account. Convergent validity, measured by Average Variance Extracted (AVE), represents the common variance between the indicators and their construct and should be higher than 0.5 (Hair et al., 2014). In order to confirm the discriminant validity among constructs (Fornell-Lacker criterion) the AVE square root must be superior to the correlation between constructs. Table 4. indicates the Cronbach's Alpha coefficient, Composite reliability coefficient, Average Variance Extracted (AVE) along with the square roots of the AVE (highlighted numbers in the diagonal) and the correlation between constructs.

Table 4. Cronbach's alpha, Composite Reliability, Average Variance Extracted (AVE) and Discriminant Validity of the constructs

	ATT	**EXP**	**INTU**	**PEOU**	**PU**	**TASK**	**TECH**	**TTF**	**USAGE**
Cronbach Alpha	0,865	1,000	0,757	0,836	0,854	0,819	0,819	0,775	1,000
Composite Reliability	0,908	1,000	0,861	0,890	0,892	0,873	0,874	0,855	1,000
AVE	0,712	1,000	0,674	0,670	0,579	0,580	0,581	0,597	1,000
ATT	0,844								
EXP	0,246	1,000							
INTU	0,677	0,301	0,821						
PEOU	0,508	0,290	0,506	0,818					
PU	0,647	0,254	0,631	0,554	0,761				
TASK	0,416	0,240	0,463	0,458	0,430	0,761			
TECH	0,517	0,168	0,552	0,561	0,511	0,622	0,762		
TTF	0,515	0,126	0,533	0,560	0,538	0,449	0,623	0,773	
USAGE	0,346	0,590	0,406	0,354	0,360	0,364	0,302	0,234	1,000

* square root of AVE on diagonal

After establishing the reliability for the items and the convergent and discriminant validity of the constructs, the structural model was assessed. The results of the PLS analysis for the hypotheses H1 to H6 are shown in Figure 3.

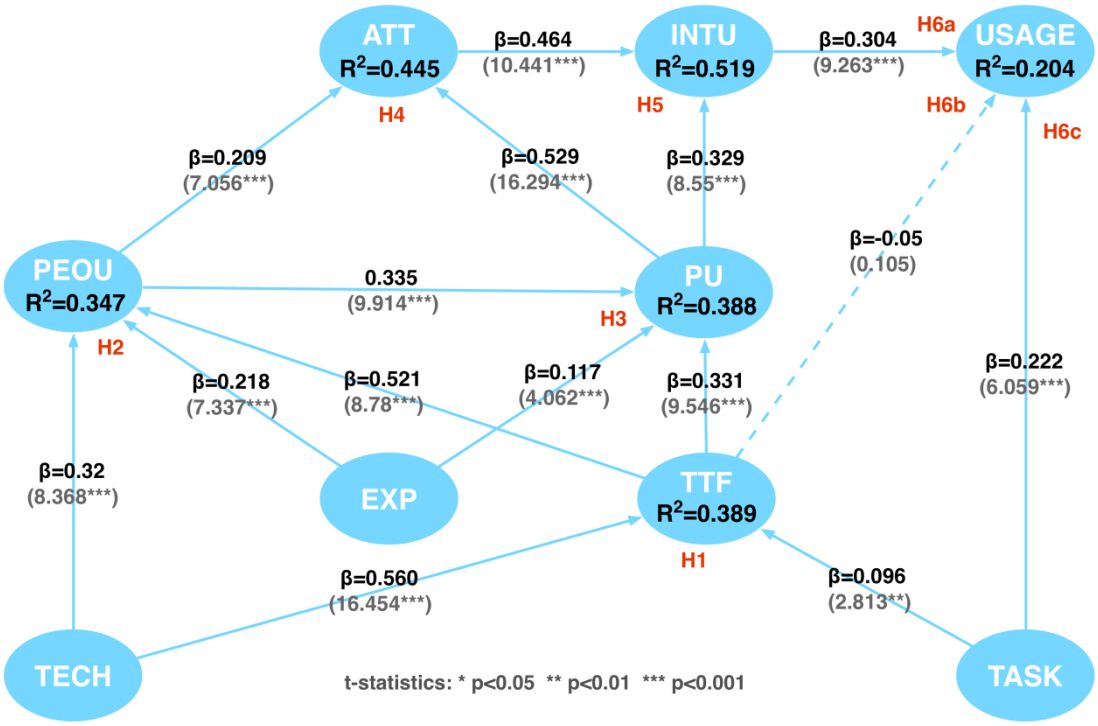

Fig.3. Integrated model results (Source: Author's calculations)

The model shows no collinearity problems, as the average block variance inflation factor VIF (AVIF)=1.395 (acceptable if ≤5) and the average full collinearity VIF (AFVIF)=2.007 (acceptable if ≤5). The average path coefficient (APC) is 0.326 (p<0,001) while the average R-squared (ARS) is 0.382 (p<0,001) and the average adjusted R-squared (AARS) is 0.38 (p<0,001). The predictive capability of the model is satisfactory because all R-Squares are higher than 0.1 (Table 5.) although they are rather weak, with the exception of Intentions to use, which can be interpreted as moderate (R^2=0.519). The Usage construct (R^2=0.204) has the lowest R-Square, confirming prior research that utilization needs further investigation to better understand it.

Table 5. Latent variable coefficients

	ATT	INTU	USAGE	PEOU	PU	EXP	TTF	TASK	TECH
1. R-squared coefficients	0.445	0.519	0.204	0.347	0.388		0.389		
2. Adjusted R-squared coeff.	0.444	0.518	0.202	0.345	0.386		0.388		
3. Full collinearity VIFs	2.243	2.357	1.760	1.860	2.167	1.576	1.969	1.762	2.367
4. Q-squared coefficients	0.445	0.519	0.204	0.347	0.388		0.390		

All path coefficients are positive and significant (99,9% confidence level, p < 0,001) except the path coefficient between Task Characteristics and Task-Technology Fit (99%, p < 0,01). The path coefficient between Task-Technology Fit and Usage is found not significant. Consequently, all the hypotheses are supported except the hypothesis H6b. The Path coefficients, the indirect and total effects, along with their corresponding effect sizes for the structural model are summarized in Table 6.

Table 6. Path coefficients, indirect and total effects and corresponding effect sizes

		ATT	INTU	PEOU	PU	EXP	TTF	TASK	TECH
Attitude towards Use	PATH COEFF.			0.209	0.529				
	effect size			0.105	0.341				

	INDIRECT FX			0.177		0.146	0.376	0.036	0.211
	effect size			0.088		0.036	0.191	0.015	0.109
	TOTAL FX			0.386	0.529	0.146	0.376	0.036	0.211
	effect size			0.193	0.341	0.036	0.191	0.015	0.109
Intentions to Use	PATH COEFF.	0.464			0.329				
	effect size	0.313			0.206				
	INDIRECT FX			0.289	0.245	0.131	0.341	0.033	0.191
	effect size			0.144	0.154	0.039	0.180	0.015	0.105
	TOTAL FX	0.464		0.289	0.574	0.131	0.341	0.033	0.191
	effect size	0.313		0.144	0.360	0.039	0.180	0.015	0.105
Usage	PATH COEFF.		0.304					0.222	
	effect size		0.124					0.080	
	INDIRECT FX	0.141		0.088	0.175	0.040	0.104	0.010	0.058
	effect size	0.049		0.031	0.062	0.023	0.023	0.004	0.017
	TOTAL FX	0.141	0.304	0.088	0.175	0.040	0.104	0.231	0.058
	effect size	0.049	0.124	0.031	0.062	0.023	0.023	0.084	0.017
Perceived Ease of Use	PATH COEFF.					0.218	0.521		
	effect size					0.061	0.286		
	INDIRECT FX							0.050	0.292
	effect size							0.023	0.163
	TOTAL FX					0.218	0.521	0.050	0.292
	effect size					0.061	0.286	0.023	0.163
Perceived Usefulness	PATH COEFF.			0.335		0.117	0.331		
	effect size			0.184		0.030	0.175		
	INDIRECT FX					0.073	0.175	0.048	0.283
	effect size					0.018	0.092	0.021	0.144
	TOTAL FX			0.335		0.191	0.505	0.048	0.283
	effect size			0.184		0.048	0.267	0.021	0.144
Task-Technology Fit	PATH COEFF.							0.096	0.560
	effect size							0.042	0.347
	TOTAL FX							0.096	0.560
	effect size							0.042	0.347

4. DISCUSSION

The structural model shows resonable confirmation of the integrated TAM/TTF model. By analysing the direct, indirect and total effects, it is evident that DAW usage is explained by the intentions to use (β=0.304, $p<0{,}001$) and the task characteristics (β=0.222, $p<0{,}001$). Task-Technology Fit shows no direct link to usage, but affects usage indirectly through the TAM variables. The explanation for this outcome can be found in the number of indicators used for the TTF construct. Nevertheless, this relation is conforming to Dishaw & Strong (1999) and Goodhue & Thompson's (1995) studies. While personal experience with DAW shows weak effects, TTF strongly affects the perceived ease of use (β=0.521, $p<0{,}001$) and moderately affects the perceived usefulness (β=0.331, $p<0{,}001$). The attitude towards use is strongly affected by the perceived usefulness (β=0.529, $p<0{,}001$). It can be summarized that PEOU mediates the relation between TTF and PU, PU is the mediator between PEOU and ATT, and ATT is the mediator between PU and INTU. The usage R-squared is

weak, thus the usage frequencies of the DAW functions were mapped to gather deeper insight into the activities DAW users perform while using DAW software for their specific tasks. Intentions to use's moderate R-square provides modest explanation of the DAW usage antecedents.

DAW providers should foster the critical useful functions reported by users and focus on the improvement of the usefulness and ease of use of the weaker rated functions. A clear and understandable GUI saves time for the users to perform the intended tasks. It also allows them to accomplish more work than would otherwise be possible. As DAW relibility is highly valued by end-users, special care should be devoted to system maintenance and customer support. Such activities will result in better alignment of the DAW functions and capabilities and the artists' needs. As a result, artists will be more satisfied with their DAW software of choice which will drive the DAW acceptance and use.

5. CONCLUSION

The Digital audio workstation usage has a profound impact on the music industry. The information technology advances enabled artists to compose, record and produce music in ways it was impossible before. This research was motivated by the need for better understanding of the motivations that drive DAW usage among hard rock and heavy metal artists.

Based on the integrated TAM/TTF model, the research provided significant and important findings for both information systems researchers and DAW providers.

As with all studies, limitations are present in this study. The task-technology fit was never adapted for the context of digital audio workstations, and needs further attention and refinement. Furthermore, a multi-group analysis could provide more information regarding the relationship between specific constructs. Regardless, the results of this globaly conducted study fulfill the objectives, offering valuable insight into the DAW usage antecedents.

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ARTIFICIAL INTELLIGENCE IN DETERMINATION OF MARKETING CUSTOMER STRATEGY

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Abstract
Artificial intelligence is a computer-based analytical process that tends to create computational systems which we would incline to be called intelligent. Expert systems are the most important part of the artificial intelligence from economic perspective. Expert systems attempt to mimic the human thought process including reasoning and optimization. "Knowledge" is represented by a set of "if-then" rules in a form of knowledge base. The results of artificial intelligence system implementation in refining marketing customer strategy based on five customer behaviour factors: revenues, profit margin, market share, liquidity, long term value, and retention probability are presented in the paper. Customer marketing strategy depends on the combination of the value of these five attributes. Expert system helps a marketer to "drill down" into data and identify the most loyal customers, separates the customers into groups, and plans the adequate marketing strategy. Expert system for determining adequate marketing customer strategy is developed using Visual Prolog programming language. Visual Prolog has shown satisfactory application and developing power.

Keywords: artificial intelligence, expert systems, marketing strategy, knowledge base, Visual Prolog

1. INTRODUCTION

Artificial intelligence is a branch of computer science that deals with intelligent behavior of a computer. Its aim is to develop computer programs that will solve the task at the level of people who are experts in some area. Such programs are also called expert systems. They are the most important part of artificial intelligence for business processing. Nowadays artificial intelligence has found its application in a business process within different functional areas and business functions. One area of its application but also development stimulation is marketing. Marketing, among other things, deals with customers' analysis to define special strategy according to an individual customer or more of them, according to certain characteristics of similar customers. Strategy development relies on quantitative but also qualitative elements and techniques. Qualitative analyses are of symbolic nature, and system that concludes logically is adapted to them based on set of rules and facts. Exactly such system is an artificial intelligence. It uses declarative programming languages applicable for symbolic, numeric processing. Programming language Visual Prolog can solve problems described by objects and relations between them using clauses and applying formalized predicate of the first order is used in this paper. On the other hand marketing strategy defines long term marketing aims, possibilities and means for their realization in conditions of limited resources. Marketing strategy has hierarchical levels. It can be at the level of business unit, product or service but also towards the customers. The customers are the most valuable part of assets of every marketing-oriented organizational system. Strategy towards the customers therefore must be individualized. Conceptual model of artificial intelligence's contribution to customers' analysis in order to form different marketing strategies towards the customers has been shown in this paper. The model can be extended and applied to different organizational systems.

2. CUSTOMERS' ANALYSIS INDICATORS AND MARKETING STRATEGY

Model of marketing customers' analysis is formed based on conversation, opinion and knowledge of the marketing experts, business analysis and business informatics. Model is always the means of reality simplification that observes just those components that are important for analysis aims. Therefore model of

marketing customers' analysis identifies the following variables[562]: business results' share of organizational system that comes from a certain customer with regards to expected share, total sales to a customer (revenues), amount of profit, customer loyalty, his/her liquidity, and estimation of market strength of a customer. Marketing strategy towards the customers depends on values of those variables. In theoretical sense it is possible to form numerous of indicators that can aid in diagnosing customers' behavior, his/her economic and market strength, his/her importance for growth and development of organizational system. The indicators can have financial nature (revenues of a certain customer, realized difference in price (profit margin)). Other indicators use fuzzy values (they are a result of certain quantitative analysis and that numerical value is converted into qualitative values and are described in words: small, high i.e. fuzzy values[563]), and some can be a result of marketing expert's estimation (customer's long term value) and retention probability of a customer.
Basic hypothesis of this paper is that marketing strategy towards a certain customer depends on combination of those indicators' values. Values of those indicators are dynamically observed in this paper in a way that their values in current (observed) period of time are compared with values of earlier period (previous year for example). That is new numerical value which can be smaller or equal to one. Since the number of observed indicators of customers' analysis to determine marketing strategy is six, then the total number of combination of their dynamic values is 2^6=64. The assumption is that a company applies the same marketing strategy, for example strategy of attracting with lower prices, [5][564] for all new customers (customers that appear in current period of time). Each combination of indicators' values is accompanied with one of eight possible marketing strategies that need to be transformed into a plan, and a plan in certain types of communication with a market. The company uses the following marketing strategies:

a) Decrease of marketing resources engaged for a certain customer (1),
b) Researching opportunities to increase sales to a customer when the sales are a part of total customer's needs (2),
c) Decrease of products' assortment at market when an offer has elements of oligopolistic market structures – assumption is that price can relatively rapidly increase and profitability of both the customers and total profitability can increase (3),
d) Refocusing marketing efforts on new manners of communication with the customers (4)
e) Re-attracting customers – the assumption is that a customer is not loyal enough (5),
f) Increase marketing resources (6),
g) Apply and pursue existing marketing strategy – the assumption is that the measures to promote sales do not give satisfactory results (7), and

Extend products' assortment (market distinct product portfolio) – the assumption is that the customers' needs are far higher than our share in their satisfaction (8).
The selection of indicators for customer's analysis and appropriate strategies that are associated with their combinations of values is complex and critical step in development of expert system knowledge base in Visual Prolog. Marketing theory offers numerous indicators (marketing metrics) to estimate financial reliability and market strength of a customer [2], and his/her competitiveness.
Indicators of customer's analysis to define one of eight strategies are calculated from data stored in operational databases. Six indicators are calculated for every customer. The first indicator is revenue.
Revenue is a sum of all accounts without settled value added taxes i.e.:

$$R_{ek} = \sum_{i=1}^{n} R_i \qquad (1)$$

where R_{ek} presents total revenue for number k customer, and R_i is for number i account, ***n*** is number of an account for k-customer in certain period of time.

1. Profit margin of number k customer is total amount of profit divided with a revenue of a k-customer:

[562] Other variables are abstracted. Of course, model can be extended with other variables such as number of orders in a week, average value of an order of a certain customer, customer satisfaction etc. It is possible to form different strategies towards each individual customer. According to Porter there are three generic strategies that ensure sustainable competitive advantages: 1. Low expenses and low prices strategy towards a customer (to be price competitive), 2. Differentiation strategy (to be different towards a customer with regards to a competition), 3. Focusing – segmentation strategy (turn on to a certain customer or to a group of similar customers (segment) and become specialised in satisfying their needs).
[563] Liquidity depends on average number of days of paying bills with regards to agreed terms. Average number of days can be for example 56. If the average number of days for paying the bills is between 45 and 60 days then that interval is described with fuzzy value of satisfactory liquidity.
[564] In Porter's words strategy of low expenses and low prices is applied for new customers (to be price competitive).

$$P_{mk} = \frac{\sum_{i=1}^{n} TP_{mi}}{\sum_{i=1}^{n} R_i} \qquad (2)$$

where P_m is profit margin, TP_{mi} is absolute amount of total revenue for number k customer, and R_i is for number i account.

2. Market share of k-customer is revenue of a k-customer divided with total revenue of all the customers.

$$M_{sk} = \frac{R_{ek}}{\sum_{j=1}^{p} R_{ej}} \qquad (3)$$

where $\sum_{j=1}^{p} R_{ej}$ is a sum of all p customers.

3. Liquidity is measured with average number of days for paying bills. Lower average number of days denotes better liquidity and vice versa.
4. Long term customer value is ordinal characteristic which is estimated based on revenues, profit margin (differences in price), and market share as well as marketing expert's estimation about customer's financial reliability in the future and his/her market strength. Possible values are determined by Likert scale: very high (ordinal value ***"very high"*** is coded by numerical value (5), ***high*** (4), ***average*** (3), ***low*** (2), ***very low*** (1).
   Probability of customer's retention lower or equal to 0.5 (R_p<=0.5) is coded by ordinal value very low, 0.5<R_p<=0.625 is coded by ordinal value low, 0.625<R_p<=0.75 is coded as satisfactory, 0.75< R_p<=0.875 is coded as high and 0.875<R_p is coded as very high.
   All values of variables Re, Pm, Ms, Li, Ltv and Rp are expressed in numerical values in observed (current) period of time (most common business year). Their ratios in observed and previous period of time can be lower or equal to one or higher than one.

3. ARTIFICIAL INTELLIGENCE AND DETERMINATION OF MARKETING STRATEGY – EXPERT SYSTEM "EXMARSTRA"

Expert system "EXMARSTRA" will be developed to determine marketing strategy towards a customer. Expert systems are computer programmes (part of artificial intelligence) that are made of three parts: user interface, knowledge base, and inference engine. Inference engine, as its name says, brings its own conclusions based on one's own interpretation of represented expert's knowledge (marketing expert). Marketing expert (domain expert) has knowledge and manner to make conclusions for every decision that he/she makes. Knowledge engineer has knowledge about strategies to solve different problems and tries to identify similarities of solved problems with the problems he/she solves. He/she knows techniques of obtaining knowledge and expert systems' techniques. Acquiring knowledge (eliciting knowledge) is both complex and one of the most important steps in development of expert systems [3]. "EXMARSTRA" is an expert system to determine marketing strategy towards a customer. It is based on rules that are translated into account of the first order predicate of Visual Prolog language.

Rule based systems are computer programmes that represent the knowledge by production rules:
IF <condition> THEN <action>. Expert systems are rule based because they contain stored knowledge in the form of production rules. The format that a knowledge engineer uses to capture the knowledge is called a knowledge representation. The most popular knowledge representation is the production rule (also called the if-then rule).

There are 2^6=64 goal states because we have selected six indicators. The number of indicators may be bigger than six (e.g. *n*) and consequently the number of possible states increases as an exponential function (2^n). According to the given assumptions it is possible to form 64 production rules at most. The following table shows the idea of development of "EXMARSTRA" expert system of knowledge base:

Rule number	Revenues (Re)	Profit margin (Pm)	Market Share Ms	Liquidity (Li)	Long term value Ltv	Retention probability Rp	Marketing strategy
R1	<=1	<=1	<=1	<=1	<=1	<=1	Reduce

							marketing resources
R2	<=1	<=1	<=1	<=1	<=1	>1	Examine up-sale opportunities
R3	<=1	<=1	<=1	<=1	>1	<=1	Increase marketing resources
R4	<=1	<=1	<=1	<=1	>1	>1	Refocus marketing effort
……	……	….		…..	….	….	……
R63	>1	>1	>1	>1	>1	<=1	Re-attract these customers
R64	>1	>1	>1	>1	>1	>1	Pursue these customers

Table 1. Production rules in "EXMARSTRA"knowledge base

In practical solutions the number of different values of every customer behaviour indicator is higher than two, so number of production rules for six indicators is bigger than 64. Therefore Table 1 illustrates that artificial intelligence can only be used to determine marketing strategy based on six indicators of his/her behaviour. Production rules are translated into clauses in Visual Prolog language. One such clause to determine strategy towards a customer has the following form:

```
strategyS1():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),(Re>1, Pm<=1, Ms>1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn), stdIO::nl,fail.
```

A head of the clause is: strategyS1() and body: indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp), (Re>1, Pm<=1, Ms>1, Li<=1, Ltv<=1, Rp>1),stdio::write("You can apply the strategy: decrease customer mar keting resources ", Cn), stdIO::nl,fail.

It is also possible to use another approach that would code numerical values of every indicator into fuzzy values: high, low, moderate etc. Fuzzy values would then be used in production rules. Since the number of value for each indicator is higher than two and that is the number of possible rules that describe all possible conditions and it is higher than 64. Expert system knowledge base would contain numerous rules.

3.1 Expert system development to determine marketing strategy towards customer

The code name of our expert system for stock selection is ***„ EXMARSTRA"*** and its main task is to assign a customer to an adequate marketing strategy (one, two or more marketing strategies - mapping 1:N). The knowledge base of ***„ EXMARSTRA"*** consists of production rules presented by the clauses in Visual Prolog 7.4.[565] As was mentioned earlier a clause tests the value (dynamic indicator) of six indicators:

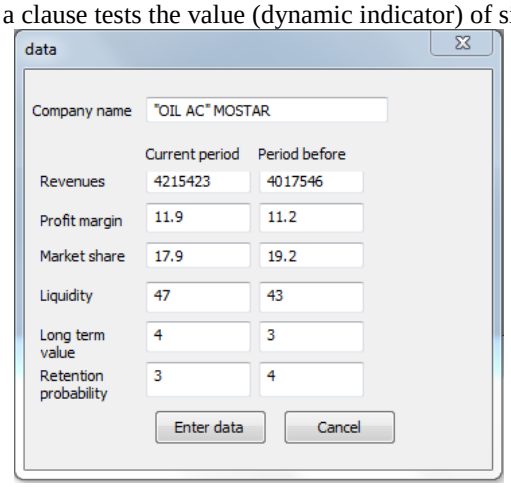

Figure 1. User interface for entering data into database

[565] Visual Prolog is a logical programming language and is using for creating applications for the Microsoft Windows platform (Windows 7, Windows Vista, Windows XP, Windows Server 2008, Windows Server 2003). It contains fully integrated fact databases, automatic memory management and it supports parametric polymorphism.

The user enters data for each individual company into database described by: Revenues (Re), Profit margin (Pm), Market Share (Ms), Liquidity (Li), and Long term value (Ltv), Retention probability (Rp). Database ***marketIndicatorsDB*** will be created by the statement [1]:
class facts - marketIndicatorsDB.
It contains one table that is described by a functor „indicatorsms“ with six arguments: the first argument is of string type and it holds company name (Company_name), the second argument is of real type and it will be referred as Revenues, and it holds a certain customer's revenues. Other arguments (Profit_margin, Market_share, Liquidity, Long_term_value, Retention_probability) can be easily understood.

```
class facts - marketIndicatorsDB
indicatorsms:(string Copmany_name, real Revenues, real Profit_margin, real Market_share, real Liquidity,
real Long_term_value, real Retention_probability).
```

The clauses for inserting the record (row or tuple) into database table (predicate assertz() will add the data at the end of table) and saved data into database Iva.txt (predicate save()) are:

```
clauses
addIndicators(Copmany_name, Revenues, Profit_margin, Market_share,Liquidity,
  Long_term_value, Retention_probability) :-
assertz(indicators(Copmany_name, Revenues, Profit_margin, Market_share,Liquidity,
                   Long_term_value, Retention_probability)),
stdio::write("Company ", Copmany_name," is added data."),
    stdio::nl.
```

Standard predicate ***assertz()*** enables syllables adding into a database table. Predicate saveDatabase() stores data about company name, revenues, profit margin, market share liquidity, long term company value, and customer retention probability into Iva.txt. database.

```
saveDatabase():-
    file::existFile("Iva.txt"), !,
    file::delete("C:Iva.txt"),
    file::save("C:Iva.txt", marketIndicatorsDB),
    stdIO::write("Database is storing into file Iva.txt"), stdIO::nl.
saveDatabase() :-
    file::save("C:Ivaa.txt", marketIndicatorsDB),
    stdIO::write("The records are in database Iva.txt"), stdIO::nl.
```

After entering values of indicators Revenues, Profit_margin, Market_share, Liquidity, Long_term_value and Retention_probability for all companies the database Iva.txt is populated with necessary data and stored on a hard disk. For selection of adequate marketing strategy it is necessary to read data into a main memory which can be done with the following clause:

```
fileRead():-
file::consult("Iva.txt", marketIndicatorsDB),
stdio::write("The file Iva.txt is read from hard disk. ").
```

Marketing expert knowledge (domain expert) is then written in a form of a rule (Prolog language clause). It is expert system knowledge base ***„EXMARSTRA“*** that „holds“ knowledge about selection of the best marketing strategy for a customer. The following row of clauses shows a part of a knowledge base:

```
strategyS1():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),(Re>1, Pm<=1, Ms>1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn),
        stdIO::nl,fail.
strategyS1():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),(Re<=1, Pm<=1, Ms>1, Li>1, Ltv<=1, Rp<=1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn),
         stdIO::nl, fail.
strategyS1():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp), (Re<=1, Pm<=1, Ms>1, Li>=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn),
          stdIO::nl, fail.
strategyS1():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),(Re>1, Pm<=1, Ms<=1, Li<=1, Ltv<=1, Rp<=1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn),
         stdIO::nl, fail.
strategyS1():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp), (Re>1, Pm<=1, Ms<=1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy: decrease customer marketing resources ", Cn),
         stdIO::nl, fail.
strategyS1().
```

```
strategyS25():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm<=1, Ms>1, Li>1, Ltv>1, Rp>1),
stdio::write("You can apply the strategy:  examine sale-up      to      customer      and strategy      of customer
attraction ", Cn), stdIO::nl, fail.
strategyS25():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm>1, Ms<=1, Li<=1, Ltv>1, Rp<=1),
 stdio::write("You can apply the strategy:  examine sale-up to customer  and strategy
 of customer attraction ", Cn), stdIO::nl,  fail.
 strategyS25():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                     (Re<=1, Pm<=1, Ms>1, Li>1, Ltv>1, Rp<=1),
 stdio::write("You can apply the strategy:  examine sale-up to customer  and strategy
of customer  attraction ", Cn), stdIO::nl,fail.
strategyS25().
strategyS23():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm>1, Ms<=1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy:  examine sale -up to customer and decreasing
the offer to customer  because the liquidity of customer is compromised", Cn),
stdIO::nl,fail.

strategyS23():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
           (Re<=1, Pm>1, Ms<=1, Li<=1, Ltv>1, Rp>1),
stdio::write("You can apply the strategy:  examine sale-up to customer and decreasing the
offer                to customer bacause the liqudity of customer is compromised", Cn), stdIO::nl,                fail.
strategyS23().
strategyS62():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm<=1, Ms<=1, Li<=1, Ltv<=1, Rp<=1),
stdio::write("You can apply the strategy:  increasing marketing resources and resarch of
increasing the sale to  customer ", Cn), stdIO::nl, fail.
strategyS62():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                   (Re<=1, Pm<=1, Ms<=1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy:  increasing marketing resources and resarch of
increasing the sale to customer ", Cn), stdIO::nl, fail.
strategyS62().
strategyS3():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                   (Re>1, Pm>1, Ms<=1, Li<=1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudity of customer is c
ompromised ", Cn), stdIO::nl, fail.
strategyS3():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm<=1, Ms<=1, Li<=1, Ltv>1, Rp<=1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudity of customer is c
ompromised ", Cn), stdIO::nl, fail.
strategyS3():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re<=1, Pm>1, Ms<=1, Li>1, Ltv<=1, Rp>1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudiy of
customer is compromised ", Cn), stdIO::nl, fail.
strategyS3():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re>1, Pm<=1, Ms<=1, Li<=1, Ltv>1, Rp<=1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudiyof
customer is compromised ", Cn), stdIO::nl,fail.
strategyS3():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                    (Re>1, Pm<=1, Ms<=1, Li<=1, Ltv>1, Rp>1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudiy of customer is co
mpromised ", Cn), stdIO::nl,fail.
strategyS3():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                   (Re>1, Pm>1, Ms<=1, Li<=1, Ltv<=1, Rp<=1),
stdio::write("You can apply the strategy:  decreasing the offer to customer bacause the liqudiy
 of customer is compromised ", Cn), stdIO::nl,fail.
 strategyS3().
 strategyS2():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                   (Re<=1, Pm<=1, Ms<=1, Li<=1, Ltv>1, Rp>1),
```

```
 stdio::write("You can apply the strategy:  research to increase sales to the customer ",Cn),
                  stdIO::nl, fail.
strategyS2():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                     (Re<=1, Pm<=1, Ms<=1, Li>1, Ltv<=1, Rp>1),
 stdio::write("You can apply the strategy:  research to increase sales to the customer  ", Cn),
 stdIO::nl,fail.
.....
strategyS86():-indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                   (Re>1, Pm<=1, Ms>1, Li>11, Ltv<=1, Rp<=1),
stdio::write("You can apply the strategy:  extend the offer to the customer and increase customer marketing
 resources ", Cn), stdIO::nl,fail.
strategyS86():- indicatorsMS(Cn,Re, Pm, Ms, Li, Ltv, Rp),
                     (Re<=1, Pm<=1, Ms<=1, Li>1, Ltv>1, Rp>1),
stdio::write("You can apply the strategy:  extend the offer to the customer and increase customer marketing
 resources ", Cn), stdIO::nl, fail.
strategyS86().
```

Table 2: Part of knowledge base expert system ***„EXMARSTRA“***

The knowledge base of „***EXMARSTRA“*** expert system includes all production rules necessary to recognize the marketing strategy. Only a part of knowledge base is shown there. The knowledge is obtained by interviewing a marketing expert and formalizing it in a form of first order predicates and clauses of Visual Prolog programming language.

4. EXPERIMENTAL RESULTS

The first step upon creation of an expert system is data input into Iva.txt. base. The values of six indicators are calculated in that base. Those indicators are associated to a customer. Data for their calculation are in financial accounting (company name, revenues, profit margin, customer's market share, liquidity) or they are a result of marketing expert estimation (long term company value, customer retention probability). A couple of rows from Iva.txt base are the following:

clauses

indicatorsms("\"OIL AC\" MOSTAR",0.049,0.932,1.093,1.333,0.75).
indicatorsms("\"Antonio commerce\" Mostar",0.030,1.059,1.097,0.941,0.8,0.75).
indicatorsms("\"Moherz\" Mostar",0.961,1.091,1.918,0.488,1.666,1).
indicatorsms("\"Branid\" Munich",0.123,1.053,0.4,0.83,0.5,1).
……
indicatorsms("\"OTP\" Zagreb",0.832,0.198,0.760,1.875,1,1).
indicatorsms("\"Sanja\" Osijek",1.413,1.810,0.549,1.575,1.75,1).

Upon data storage into a base they are copied from a disc on to main computer memory (load data option on menu) and then "Marketing strategy to customer" option is selected. It searches the base and satisfies the set question which marketing strategy should be associated to a certain customer. A proposal of a marketing strategy is written in a part Message of user's:

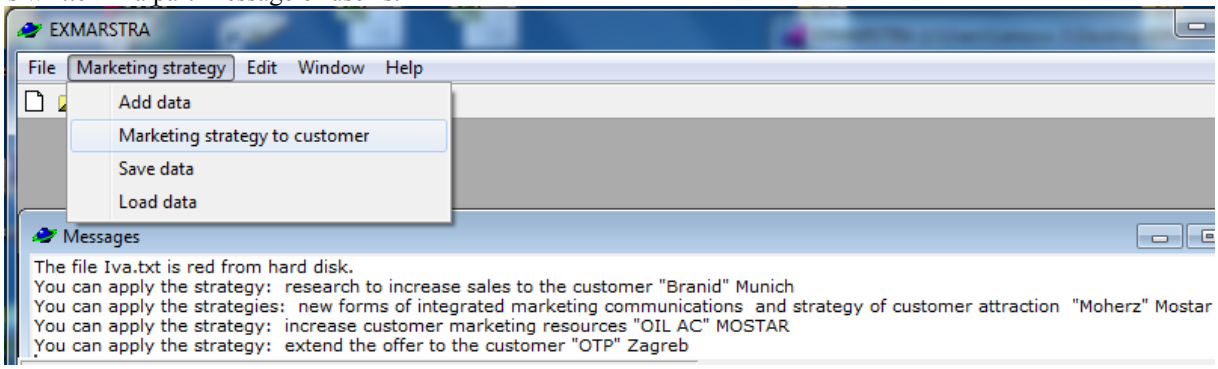

Figure 2: Marketing strategy associated to customer

Expert system "EXMARSTRA" is open for new enlargements. It is simply possible to add new customer analysis indicators as well as new marketing strategies. Data sources for customer analysis can be operational databases but also derived bases formed for analytic purposes. Those are data warehouses and expert system "EXMARSTRA" can be integrated with both relation databases and data warehouses.

CONCLUSION

Possibilities and contribution of an artificial intelligence and expert systems as a part of it in marketing to select marketing strategy towards a customer are shown in this paper. There are numerous difficulties in forming such expert systems. The first difficulty is selection of indicators for customer analysis. Namely, marketing theory uses metrics in which nowadays there are numerous customer behaviour indicators. Among them only those that will serve to select marketing strategy must be chosen. The second difficulty is higher number of different marketing strategies among which one subset must also be selected. Knowledge from the area of artificial intelligence related to expert system development in declarative programming language Visual Prolog are added to marketing knowledge (or are integrated) with them.
Knowledge base can use six, nine, twenty or more such indicators. Adding new indicators in an expert system "EXMARSTRA" is just extension of knowledge base without application of the main idea: value of indicators is field of condition (body of a clause in Visual Prolog). Marketing strategy is part of production rule action (head of a clause). Visual Prolog 7.4 has shown excellent application and development power. Further research will focus on expert system base extension and its incorporation into marketing plan of organisational system.

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VISUAL COMMUNICATION OF NIGHT LIGHT AND SHADE IN URBAN OPEN ENVIRONMENT

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Abstract
The article explores holistic approach of understanding the importance of night light and shade in urban open space. Night illuminations have an important visual and communicative potential. The night city appears quite different as during daytime. The concept of the urban landscape is not only a material reality, but it is also a mental structure that results subjective perception. Analytical research work discovered that the perception of environment differs during day and night. Only illuminated points act as landmark. Both, bright and dark surfaces have the impression of districts. The role of main paths overtakes illuminated corridors. Recognition of nodes and edges is depended of the lighting intensity. The article represents different illuminated examples and provides guidance for qualitative lighting of urban open areas in order to provide better visual communication ability of a city.
Key words: light and shade, urban open space, mental picture, illuminating guidelines, visual communication

1. INTRODUCTION

Light is an important environmental factor. The most frequent lighted surfaces of urban environment are: traffic areas (public streets, railways and airports), public areas (squares, parks), production areas, business buildings and institutions, recreation grounds, cultural memorials, advertising surfaces and conditionally dangerous areas. In the evening, attention is focused on effects of light. Lighting increases visual awareness of the city and becomes visual city designer, designed to serve inhabitants. Urban environment covers many different spatial interests. In order to please them all, there are numerous more or less successful lighting arrangements. Presence of the light during the dark time of the day increase visibility of traffic situation, increase personal security, decrease grade of vandalism and make better orientation possible. It is needed to satisfy all quality parameters of living inside urban environment. Generally it can be said, artificial night light makes urban environment more pleasant for us. Illumination is not always functional. Useless illumination makes visual irritation possible and prevents appropriate respond to events. Troubles appear when there are such conditions that human visual system can't quickly adapt. Too less or too much light on one particular spot is felt uncomfortable, the reaction on specific situation can be wrong.

Eyesight provides the largest amount of information, to explain what happens around us. Vision gives us two-thirds of environmental information [1]. It is one of the most efficient message carriers. Good communication between environment and user is a prerequisite for his well-being, personal security sense and orientation ability. But the night city appears quite different as during daytime. Starting point of the research is the question how to achieve night communicative ability of environment as good as during daytime. It is supposed that good lighting arrangements are a precondition for successful environmental communication. The indicator of lighting quality is the difference in space perception during day and night. In this respect the article present theoretical tool to assess and improve communication potential of night environment.

2. VISUAL PERCEPTION OF ENVIRONMENT DURING DAY AND NIGHT

Lynch **[2]** notes that a city structure represents a basis that help humans in perception and spatial orientation. He divides urban space on individual components, such as points, lines, surfaces and volumes. It is important their hierarchy, size, and visual recognition. Lynch [2] noticed five key elements with a great recognition value that makes reading spatial order possible. These are paths, edges, districts, nodes and landmarks.

Paths are linear elements along which the observers move. For many of us they are dominant elements in our space perception. Edges are linear elements that appear as a dividing line between two areas. Districts are closed spatial units as well as areas of concentration or dispersion. Nodes are strategic locations on which the observer enters from all possible directions. Landmarks are more or less exposed objects, which are unique in the area.

Image 1: Paths, edges, districts, nodes and landmarks; key elements of urban structure [2]

Perception of all listed elements differs during day and night. Light can make existing elements more visual. Complete new relationship between them can be created. The boundary between light and dark is the most powerful contrast who defines relations between buildings and open space. Only illuminated points act as landmark. They should be lighted intensive and colourful. Both, bright and dark surfaces have the impression of districts. The role of main paths overtakes illuminated corridors. Exposure mode establishes a new hierarchy of routes and areas. Recognition of nodes and edges is also depended of light intensity. Thoughtful lighting of Lynch components is important because it increases the mental city awareness, increases recognition of structural connections and strengthens spatial identity. Visual communication of night environment becomes much better.

Image 2: Castle square (Maribor, Slovenia)
The place act like a node. A vertical of the castle is a dominant object and orientation point.

Image 3: Castle square at night (Maribor, Slovenia)
The vertical of the castle is not visible. Generator of space is narrow lighted path near buildings. Light coming through windows is noticeable.

3. VISUAL AWARENES AND REQUIREMENTS OF USERS

Artificial night light is an advantage that allows us more activities, during the dark period of a day. Urban surfaces are always used by many users at the same time; like: drivers, cyclists, pedestrians, residents. Each group has their own needs related to environmental communication. There are many different recommendations to arrange good visual surface. Lighting should go along with it in order to create good personal feeling. Many lighting objects are placed to satisfy all users, but illuminated ambience is not necessary good.

Lighting for no reason is not effective. It is important to know which elements are illuminated, what is illumination purpose and what is the appropriate way to achieve a good result. Luminaries can be installed in many different ways: on the building, on the ground in front of the building, on the entrance portal or on a neighbourhood building, which is not the focused subject. The choice of right position and right type of luminaries is as important as how much light is actually reflected into the environment. Technical characteristic make luminaries come up to users. Not shaded lighting elements are not suitable. The best choice is completely shaded luminous. Those one light equally and have minimal glow.

Image 4: Illuminated building facade. Part of the light is lost [3]

Image 5: Minimal energy loss and glow [3]

Image 6: Using the wrong angle lens, the proportion of light gets loss [3]

Image 7: The use of symmetric optics allows precise light [3]

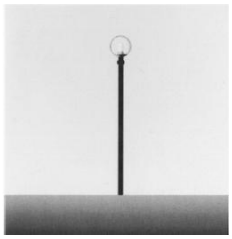

Image 8: No shaded lamp [3]

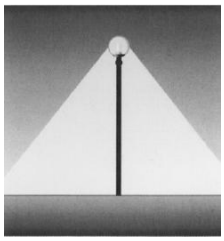

Image 9: Shaded lamp, light is reflected down [3]

Image 10: Inadequate road lamp [3]

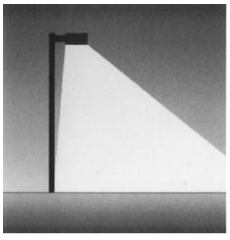

Image 11: Lamp with a good use of light [3]

The effect of the exposed object occurs when the spot illumination exceeds the level of light in the surrounding area. Dark surrounding requires much less light to achieve the same explosion effect as bright environment. Our eyes are slightly adapted to dark and have an ability to detect very small changes. Light coming through buildings windows has additional advantage of good spatial designer.

Material and texture of illuminated surface is important too. Dark surfaces absorb much more light than light; smooth surfaces reflect more than structured. For reflective surfaces different approaches should be used. Lamps should be positioned above eye level to prevent glow.

Strongly structured surfaces throw a lot of shadows. Interplay of light and shadow creates visually appealing components. Their appearance should be consistent, excessive contrast between light and shadow is unsuitable. The problem can be solved by simultaneous backlit different angles **[3]**. Straight flat surfaces do not cast shadows. The perception of their plasticity (multidimensional) is created by different intensity and colour of light.

According to Veitch [4] the most acceptable are vertical constant illuminated smooth surfaces. The same one are also judged as uninteresting. Colour contrasts are accepted as interesting as well as spotted illumination or change of direct and indirect illumination.

Image 12: Leon Štukelj square (Maribor, Slovenia) Longitudinal path is pointed out. Object on the edge do not include or articulate the market space.

Image 13: Leon Štukelj square at night (Maribor, Slovenia) Space character is changed. Light beams are focused on a paved surface and articulate the space.

To choose the appropriate light colour is important. White or yellow shades are usually needed, especially for traffic objects and pedestrian areas. Decorative illumination use larger colour scale. It is depended on spatial designing component. Colourful Illuminated elements create visual leading, spatial identification and recognizing hierarchy.

Santen [3] recommends that the highest point of object should be illuminated more than the bottom in order to achieve a uniform object perception. Observers' eye level is taken into account; lights are not installed on that high. Detection of object unity increases with distance illumination, but distance cause part of the light diffused off target. Lighting from the bottom up is not appropriate. Pointing light from top to bottom is only acceptable.

Image 14: National theatre (Maribor, Slovenia) Visual potential of the object is not fully utilized. The main vertical is not properly lighted. Floor level lighting is too strong. The market in front of the building is semi-dark. At night, the object appears strong and prominent spatial element.

Image 15: University of Maribor (Maribor, Slovenia) Light is distributed over the surface of the building facade. Verticals are not highlighted. The facade is highly structured, the details are well detectable. Market in front of the building is very poorly lit; the building dominates the square.

Suitable lighted environments have larger visual potential; they are more attractive and therefore frequently used. Luminaries are important aesthetic designed elements inside urban structures [5]. But not only visual effect is important. Safety feeling is users' priority. Pinter and Farington [6] report that the lighting optimization increase feeling of safety and decrease criminal activities for 15 %. Improved ambience lighting had positive effect and reduced public costs spend to prevent criminal.

But how much light do we need to achieve positive effect? According to Boyce [7] additional light in low illuminated surfaces (between 0 and 10 lx) increase our safety perception. If departure illumination is high (50 lx or more), additional light make no sense. According to all that, the most suitable illumination grade is about 30 lx. That enables us to recognize danger from far away.

4. EVALUATION ASSESMENT OF VISUAL COMMUNICATION QUALITY IN URBAN OPEN ENVIRONMENT

Urban environment has constantly changing parameters. Lighting quality should be able to adapt to all spatial conditions. In practice, changing circumstances often mean different traffic density, new land use or quantity of

users in rush or late night hours. To ensure good living conditions to all during the night, luminance quality should be adjusted to new situation. After analytical research work on different spatial case studies the below strategy was developed to evaluate communication potential of concrete location. The results could help to respond on personal needs during the night. Factors like: psychological, sociological, aesthetic, ecological and functional (Table 1) and their indicators were considered using information obtained by method of inductive conclusion. Each factor has appropriate indicators listed below in order to evaluate the importance of specific factor.

Table 1: Evaluation assessment of communication potential of night urban environment

DIMENSIONS	FACTORS	INDICATORS
1. Suitability to everyone to assure individual well being	1.1 Psychological	• Individual feeling
		• Identification of environment
		• Orientation ability
		• Sense of safety
	1.2.Sociological	• Land use intensity
	1.3.Aesthetic	• Ability to recognize space order
		• Ability to recognize space segmentation
	1.4.Funkcional	• Light effect and effect of illuminated surface

It is assumed that all factors and associated indicators are not equally important. Statistic calculation of causal links between them is possible. Calculation of multiple regressions allows determining the importance of each indicator on the corresponding factor. Among the factors correlation links could be calculated.

4. CONCLUSION

We can't imitate daylight. It changes every moment in colour and intensity. This effect is not repeated. But its function can be replaced. Lighting represents specific environmental design. It is important to determine visible or highlighted spatial components, to define a purpose of lighting, to decide what type of luminaries will be used, where they can be placed and last but not least to discover who is the place resident or occasional user.

Urban environment is basically controlled and designed by our measures. Presence of the light during the dark time of the day increase visibility, personal security and make better orientation possible. Generally we can say artificial night light makes our environment more comfortable and allows us a good respond to environmental circumstances. But space perception during night and day is not the same, consequently lighting arrangements are not always successful. The light should be pointed only there, where we need it in order to enlarge visual communication potential of urban open environment. This is the basic rule about using light. Evaluation strategy was developed to evaluate lighting potential of urban environment. It helps us to identify the current situation and to respond on users demands. Consequently lighting intensity of urban environment can be increased, decreased or redesigned. Verification of the strategy is topic of future research. The results could help in solving current societal challenge: how to illuminate in a way to assure individual well being and increase visual communication potential of night environment.

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THE PRACTICE AND THE CONDUCT OF BUSINESS ENTITIES IN WASTE SEPARATION ON ISLAND OF KRK

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Abstract
This article is a part of the results of the research project " Research on the practices and behavior towards environmental responsibility and waste disposal on the island of Krk " realized in collaboration with the municipal company „Ponikve“ on the island of Krk. The survey was conducted in September 2012., a sample of 88 economic entities operating in 14 places of the island of Krk. The survey was conducted by questionnaire, random subjects, and the answers to these questions are given by a person responsible for the disposal and waste management (owner, manager, employee). It analyzes the attitudes of respondents about the importance of protecting the environment for tourism development , the impact of certain activities on the environment and to identify pro-environment activities carried out in such undertakings. It analyzes the attitude of the importance of environmental protection at the level of tourism and the impact that certain activities have on the environment of the island of Krk. Respondents provide an assessment of environmental effects on individual activities . It analyzes the practice of separating the waste in their own companies , and attitudes about the frequency of the waste separation practice compared with different economic activities on the island. It analyzes the practice of dealing with hazardous waste, organic waste and determines the reasons desegregation waste . The survey showed that 43% of respondents environmental protection is crucial for the development of tourism , while 57 % are rated as important and other factors . Regarding pro-environment activities , proper waste management is carried out by 88.6 % of firms, while the rational use of water practiced by 56 % of firms, and the rationalization of electricity consumption by 80 % . Proper waste management is the most represented in the restaurants (100%), then in the store and shops. In most business entities 72.2 % are separating waste daily, while only 3.5% of subjects in which the waste is not separated at all . In the case of hazardous waste, 48.3 % of companies that waste is disposed in the position. The reasons for the desegregation of waste research participants found, a small amount of waste, insufficient number of cans and containers, excessive distances cans and containers of waste generation , and emphasized the insufficient level of environmental awareness of employees. The incentives for waste separation respondents identified themselves objectionable, that fines companies for negligent behavior towards waste (42 %) and in the allocation of a special character, quality companies that separation of waste. Participants were asked about satisfaction with the quality service utility company " Ponikve " and found that the waste management service with which most respondents very satisfied (39.8 %) and medium satisfied . Dissatisfaction waste disposal is expressed by 12.5% of participants.

Keywords: waste management, environmental protection, pro-environment activities, separation of waste

1. Uvod

Još od prvih zajednica ljudi su stvarali otpad, ali je on postao veliki problem tek u novije vrijeme. Razvojnim pretvaranjem društva u potrošačko, vrste i količine otpada su se mijenjale. Uslijed gospodarskog rasta i rastuće potrošnje, bilježi se stalni porast količine nastalog otpada. Gospodarski rast i rastuća potrošnja dovodi do stalne porasti količine otpada koji može uzrokovati emisije u vode, zrak i tlo što može utjecati na zdravlje ljudi i okoliš. Koliki će taj utjecaj biti, ovisi o količini i svojstvima otpada te načinu na koji se njime gospodari. Veliki dio rasprave o ekološkim pitanjima i ekonomskom razvoju odnosi se na probleme potrošnje. Potrošnja se odnosi na robu, usluge, energiju i resurse koje rabe ljudi, institucije i društva. Kako napominje Giddens (2007): „Potrošnja ima pozitivne i negativne karakteristike, jer je povezana s ekonomskim razvojem što znači dok životni standard raste, ljudi troše više hrane i odjeće, imaju više osobnih predmeta, slobodnog vremena, praznika, vozila itd.“ S druge strane, potrošnja može imati i negativan utjecaj, npr. može uništavati resurse i povećavati nejednakost. U razvijenom modernom svijetu društvena proizvodnja dobara sistematski je proizvodi i rizik . Danas možemo govoriti o globalnom društvu rizika u kojem je ugrožena naša sigurnost pa nam prijete ekološki rizici koje prethodne generacije nisu poznavale. Opasnosti koje su dolazile od smeća i otpada u gradovima srednjeg vijeka, kako navodi Ulrich Beck, sociolog koji je prvi upotrijebio pojam društva rizika, napadale su nos ili oči te su se svodile na nedovoljno razvijenu higijenu. Količina zagađenja gradova Londona i Pariza bila je takva da su gradovi ugroženi smećem i otpadom doslovce trunuli, a zagađenost rijeka bila je tolika da se ljudi nisu utapali već su umirali od gušenja smradom. Međutim i danas je rizik u području ekološkog razvoja izložen komercijalizaciji pa je i otpad i upravljanje otpadom ekonomska aktivnost, a rizici civilizacije “bure bez dna“

(Beck, 1986.). Industrijska društva se danas nazivaju i „društva koja bacaju“ jer bacaju veliku količinu stvari (Giddens, 2007**).** Velika količina stvari danas se kupuje zapakirana, od restorana do svih proizvoda koji zahtijevaju ogromnu količinu ambalaže koja robu čini privlačnom i jamči sigurnost proizvoda ali ima i ozbiljne nedostatke, a to je proizvodnja otpada, onog kućnog koja proizvode kućanstva do industrijskog koji proizvode gospodarski subjekti. Otprilike 85% otpada odlazi na smetlište koja se pune velikom brzinom dok se jedan dio uspijeva reciklirati i kompostirati i to zahvaljujući lokalnim inicijativama. Otpad je naziv za ostatke materijala koji se više ne mogu ili ne žele iskorištavati u proizvodnji lili kućanskoj upotrebi. Po pravilu odlaže se na za to posebnim mjestima, deponijima otpada. Ovakvo shvaćanje otpada više ne razlikuje otpad kao ostatak materijala i korisne materijale, pa otpad nije smeće već sirovina. Međutim, nerazvrstan i različit otpad predstavlja smeće, tj. neiskoristive tvari koje se ne mogu upotrijebiti kao sirovina u proizvodnji. Poslije recikliranja i obrade otpada nastaje sirovina koja je pogodna za iskorištavanje u proizvodnji što smanjuje potrošnju količine prirodnih resursa tj. dovodi do dematerijalizacije. Otpad se klasificira kao komunalni otpad, industrijski otpad, tehnološki otpad, posebni otpad ,opasni otpad i sve vrste otpada stvaraju krizu otpada. Razvijene zemlje imaju burzu otpada koja postoji i u Hrvatskoj jer povećanje potrošnje proizvedenih dobara dovodi do povećane proizvodnje ambalaže što povećava dodatno količinu otpada. Europska Unija u svojim dokumentima postavila je tri ključna načela u području gospodarenja otpadom, a to su prevencija u nastajanju otpada, recikliranje i ponovna uporaba te poboljšanje konačnog zbrinjavanja i nadzora nad otpadom. Hrvatska je putem 11 tvrtki izvezla oko 14 000 tona opasnog otpada (Cifrić, 2012). Kriza je donijela i jedan dobar trend: ukupna količina otpada kao rezultat gospodarskih aktivnosti i smeća iz kućanstva u 2010. smanjila se na 2502 milijuna tona u Europskoj uniji. To je neznatno povećanje u odnosu na 2008., ali značajno manje u odnosu na 2004. i 20006. te se direktno povezuje s padom ekonomskih aktivnosti zbog recesije. Od ukupne količine otpada oko četiri posto ili 101,3 milijuna tona označeno je kao opasni otpad. Prema ukupnoj količini od 363 milijuna tona otpada godišnje, Njemačka je najveći generator smeća u EU. Njemačka kućanstva i poduzeća generiraju čak 14,5 posto ukupne količine otpada u EU. Slijedi Francuska sa 355 milijuna tona te Velika Britanija sa 334 milijuna tona otpada godišnje. Hrvatska je sa 668.000 tona na začelju. Ljestvica je nešto drugačija kada se dovede u odnos prema broju stanovnika. U tom slučaju Latvija je najmanji proizvođač smeća 669 kilograma po stanovniku godišnje, a odmah iza je Hrvatska sa 715 kilograma po stanovniku. Po količini razvrstanog otpada na dnu ljestvice nalazi se Bugarska.

1.1. Dugoročni utjecaj na uvjete razvoja

U socijalno-ekološkom pristupu polazi se od toga da društveni prirodni odnosi nisu samo materijalno regulirani nego i kulturno simbolizirani (Cifrić, 2002). Pojam „održivog razvoja“ kombinira dva ključna cilja a to su zaštita okoliša i rast (Etkins, 1993). U odnosu na ekonomske aktivnosti, osim ekonomskog rasta postoji i ekološki rast koji se odnosi na porast okolišnih resursa. U tom kontekstu može se govoriti o okolišu kao „prirodnom kapitalu“ i njegovom uvećavanju, koji je značajan za investiranje u eko-turizam pa se zaštitom okoliša štiti i povećava nacionalni prirodni kapital ili ga se nastoji uvećati kao internacionalnu komparativnu prednost u okviru održivog razvoja.(Cifrić,2002) Ruralni prostori su još uvijek potencijali prirodnog kapitala i njegove reprodukcije, a kao primjer nam mogu poslužiti naši otoci gdje je neophodno razvijati “zeleni turizam“ i brendirati kroz „otisak stopala“, razvijati zeleni marketing kao zaštitu i od „instant turizma“ koji uzrokuje veliko zagađenje otpadom. Održivi razvoj je normativni koncept razvoju u kojem dominira ideja održivosti, a koji pronalazi ravnotežu između ekonomske učinkovitosti, socijalne kohezije i ekološke stabilnosti. Na svjetskoj konferenciji UN-a o okolišu i održivom razvoju koncept održivog razvoja dobio je opću načelnu važnost i svjetsku dimenziju izraženu kroz akcijski program „Agenda 21“. Deklaracija je prihvatila načela da zagađivač plaća, nediskriminiranosti zajedničke opreza, ali diferencirane odgovornosti te međugeneracijske pravednosti. Jedna od četiri aktivnosti održivost je i da se neobnovljive resurse treba iskorištavati s obzirom na „četiri R“ (repair- popraviti, reconditionig – ponovno obnoviti, reuse – ponovno uporabiti i recycle – reciklirati). Održivo društvo u praksi funkcionira prema načelima održivosti, industrijsko društvo ovisi o antropogenom okolišu i njegovoj produktivnosti te ima bitno različit socijalno-ekološki metabolizam od predmodernih društva upravo zbog štetnog ponašanja prema okolišu (Simonis, 2001.).

1.2. Indirektni utjecaj – promjena estetike krajolika

Različiti oblici zagađivanja i ugrožavanja okoliša negativno se odražavaju direktno ili indirektno na gospodarske aktivnosti, primjerice na razvoj turizma više od drugih čimbenika utječe razina kulture zbrinjavanja komunalnog otpada na tim prostorima. Stanje okoliša kao prirodni uvjet i ljudski preoblikovana priroda pretpostavaka su go0posdarskih, socijalnih i životnih uvjeta sadašnjih i budućih generacija, a okoliš je trajna razvojna komponenta naročito u turizmu, primjerice proizvodnji hrane i turističkoj djelatnosti. Na 13,5% morskih plaža još u 2000. godini more je bilo zagađeno, a na samo 19% plaža visoka kvaliteta. Upravo zagađenje mora negativno utječe na razvojne gospodarske perspektive, a neuređeni deponij i razbacano smeće u naseljima pokazuje kulturnu razinu ophođenja s okolišem. Tako zagađeni krajolici negativno utječu na estetsku percepciju krajolika, a ona sa svoje strane na neke druge aktivnosti primjerice na seoski ili izletnički turizam.

1.3. Ekološki troškovi

Posljedice zagađivanja i ugrožavanja okoliša jesu visoki troškovi što nastaju radi neposrednog otklanjanja zagađenja ili saniranja područja. Troškovi koji nastaju u procesu proizvodnje različitih dobara (industrijski metabolizam) kao *ekološki ruksak* i *disipativni gubitci* koji opterećuju gospodarstvo jer se proizvode robe, a ne otpad. Neuređene deponije komunalnog i tehnološkog otpada dugoročno su prouzročile velike financijske investicije ulaganja u njihovu sanaciju. (Cifrić, 2002.) Širenje industrijske (urbane kulture) u ruralne dijelove i naselja utjecalo je na promjenu odnosa prema okolišu i donijelo nove oblike i načine zagađivanja, pa se postavlja pitanje da li je s modernizacijom u ruralnom kompleksu modernizirana i ekološka svijest tj da je poveća osjetljivost prema zagađenju. Utjecaj turizma koji se odvija u mediteranskom dijelu i Primorju dodatno je pojačao uvjerenje da nije s modernizacijom u ruralnom kompleksu modernizirana i ekološka svijest tj da je povećana osjetljivost prema zagađenju. Utjecaj urbanih prostora prenio je svoj obrazac zagađivanja na ruralne prostore. Oko 37% komunalnog otpada završava na neuređenim deponijama i kao rasuto smeće. Samo u kraškim područjima ima 1800 odlagališta u vrtačama koja zagađuju podzemne vode. Standard kućanstva dodatno je poticao zagađivanje okoliša. Vrednovanje krajolika, a posebno primorskog dijela u kojem je turizam jedna od značajnih gospodarskih djelatnosti vrši se kroz estetsko vrednovanje koje je naslonjeno na subjektivnost i predstavlja dodatnu vrijednost samom krajoliku. Cilj vrednovanja krajolika nije samo zaštita ili potencijalno korištenje, nego i plansko stvaranje samog krajolika u čemu je važnost antropogenih čimbenika (naseljenost, organiziranje prostora i glavne djelatnosti) značajna. Ekonomsko, ekološko i estetsko vrednovanje krajolika izuzetno je važno za njegov razvoj. Ekološko vrednovanje krajolika odnosi se između ostalog i na estetsko zagađenje krajolika koje može biti ugroženo otpadom koji se može naći u naseljenim dijelovima primorskih mjesta, ali i u ruralnim dijelovima gdje ne postoji organizirano prikupljane otpada. Geoturizam je turizam koji održava i objedinjuje geografski karakter mjesta uključujući njegovo okruženje, kulturu, estetiku, baštinu i blagostanje njegovih rezidenata. Iako je masovni turizam smatran kao bezopasno rješenje za nezaposlenost i ekonomiju, on ima i druge karakteristike kao što su prezaposlenost i nejednak razvoj te zagađenje okoliša. (Honey 2008.). Problemi povezani sa masovnim turizmom implementirali su prirodno i kulturno osviještene forme turizma, zagovaranje očuvanja okoliša (Hardy, Beeton, Pearson 2002.) što je dovelo do rasta alternativnih oblika turizma kao što je održivi turizam. (Butler 1999.)

2. Rezultati istraživanja

Istraživanje čije rezultate prezentiramo u ovom radu provedeno je u mjestima na otoku Krku kako bi se istražila reakcija i ponašanje vlasnika manjih gospodarskih subjekata (kafići, restorani, građevinska poduzeća, trgovine, hoteli, kampovi…). Cilj istraživanja koje je provedeno na metodi ankete na uzorku od 88 ugostitelja i trgovaca na otoku Krku bio je ustanoviti reakciju tog dijela javnosti na pitanje razdvajanja otpada. Ova studija ispituje odnos ispitanikovog uvjerenja o ekološki odgovornom ponašanju, ekološkim stavovima , motivima i koliko sami recikliraju. U ovom radu želimo analizirat pitanja koja se odnose na smanjene otpada kroz ekološki odgovorno ponašanje malih gospodarskih subjekata te utvrditi kako se opći i specifični ekološki stavovi i motivi odražavaju na pojedine ciljeve i ponašanje. Istraživanje je dizajnirano da ispita vezu između ekoloških stavova i motiva za recikliranje, reciklažno ponašanje i uvjerenja ljudi koji vode male gospodarske subjekte o ekološki prihvatljivom ponašanju. Na otoku Krku primijenjen je ekološki zasnovan sustav zbrinjavanja komunalnog otpada za koji je zaduženo komunalno poduzeće Ponikve. To je prvi primjer cjelovitog, u potpunosti ekološko, zasnovanog sustava zbrinjavanja otpada u Hrvatskoj. Otok Krk bi u skoroj budućnosti trebao postati otokom bez smeća. Polazeći od tog uvjerenja 2005.g. započet je višegodišnji projekt koji se razvija, pa je tako izgrađeno industrijsko postrojenje za razvrstavanje, prešanje i pakiranje metalnog, plastičnog i papirnatog otpada te prostrana kompostana na kojoj se sav prikupljeni biološki otpad kontroliranim postupkom pretvara u humus koji se vraća na zelene površine otoka. Realizaciju tog 37mil. kuna vrijednog društvenog i korisnog projekta u jednom dijelu osigurala je država, ali ključnu ulogu su ipak imali sami otočani. Projekt su 2003. g. jednoglasno poduprli članovi svih gradskih i općinskih vijeća, predstavnici turističkih zajednica te brojnih otočkih institucija i tvrtki. Shvativši da problemu nekontroliranog otpada, na jedinom otočkom odlagalištu komunalnog otpada mogu doskočiti jedino oni sami. Nakon određenih građevinskih radnji te postavljanja potrebne tehnološke infrastrukture nabavljena je velika količina posebnih posuda za odvojeno prikupljane otpada. Na približno 1400 lokacija širom otoka postupno su postavljene raznobojne posude za odlaganje. Papir, karton i tetrapak odlažu se u plavu kantu, plastika i metal u žutu, staklo u sivu, a biološki otpad našlo je svoje mjesto na dohvat ruke svakoga krčkog kućanstva. Već i otočani u svojim domovima odvajaju otpad u male, priručne kante koje su im, zajedno s detaljnim uputama i informacijama o čitavom projektu prije četiri godine besplatno podijelili radnici društva PONIKVE. Na otoku Krku postoji sedam posebnih sabirnih mjesta na kojima građani besplatno odlažu elektronički i glomazni kućni otpad (stari namještaj, bijelu tehniku, automobilske gume i opasni otpad). Da bi projekt zaživio i počeo davati rezultate bilo je potrebno razvijati i svijest o tome kod samih otočana, ali i njihovih gostiju. Rezultati aktivnosti su da je primjerice u razdoblju od 2000.-2005. na odlagalištu otpada Treskavac bilo zbrinuto oko 800.000 kubičnih metara raznog otpada, a od početka korištenja odlagališta zbrinuto je oko 3mil. prostornih metara otpada.

3. Opis uzorka

Istraživanje je provedeno metodom ankete na uzorku od 88 malih gospodarskih subjekata na otoku Krku u sljedećim mjestima i djelatnostima:

Mjesta

Anketa je provedena u sljedećim mjestima na otoku Krku:

Baška (6,0%), Dobrinj (2,4%), Garica (2,4%), Gostinjac (1,2%), Klimno (2,4%), Krk (22,9%), Malinska (14,5%), Njivice (15,7%), Omišalj (8,4%), Punat (9,6%), Sveti Vid (1,2%), Šilo (7,2%), Vantačići (1,2%), Vrbnik (4,8%).

Djelatnosti

Anketom su obuhvaćeni sljedeći mali gospodarski subjekti koji predstavljaju presjek gospodarske djelatnosti na otoku Krku:

Hotel (5,7%), trgovina (35,2%), restoran (23,9%), slastičarna (6,8%), kafić (19,3%), kamp (2,3%), kiosk (1,1%) i građevina (5,7%)

Statusi ispitanika u tvrtki

Vlasnik (36,8%), rukovoditelj (14,9%) i zaposlenik (48,3%). Anketa je provedena na način da su odabrani mali gospodarski subjekti odredili svoje predstavnike koji su relevantni za raspolaganje otpadom.

4. Ekološka zabrinutost

4.1. Percepcija ekoloških problema

Sociološka istraživanja percepcije ekoloških problema u Hrvatskoj relativno su rijetka. Namjena ovog istraživanja je da posluži u procesu donošenja kvalitetnijih odluka u ekološkoj politici u području ekološki zasnovanog sustava gospodarenja otpadom koje provodi komunalno poduzeće „Ponikve“ na Krku. Percepcija ispitanika o stavovima prema zaštiti okoliša može poslužiti kao indikator odnosa prema zagađenosti okoliša na otoku Krku. Prema različitim problemima, iz područja zaštite okoliša, akteri se mogu različito odnositi pa ih se tako može podcjenjivati, precjenjivati ili imati neki posebni stav. Procjena koliko je neki ekološki problem (manje ili više), dana (ili u buduće) „važan“, urgentan, „zabrinjavajući“ ovisi ne samo o subjektivnoj strani procjenitelja nego i o objektivnoj strani problema koji utječe na procjenu, tako da objektivnosti znanja o problemu i primjerenom subjektivno osjećaju kako bi procjena bila realna. Mišljenje građana (javnosti) koje utječe na oblikovanje njihovog ponašanja, polazište je koje imamo u ovome članku. Javnost je danas postala iznimno relevantan čimbenik u politici društva, a naročito u području zaštite okoliša, te nas upravno zbog toga zanima percepcija ispitanikovih procjena o pojedinim pitanjima. (Cifrić, 2005.)

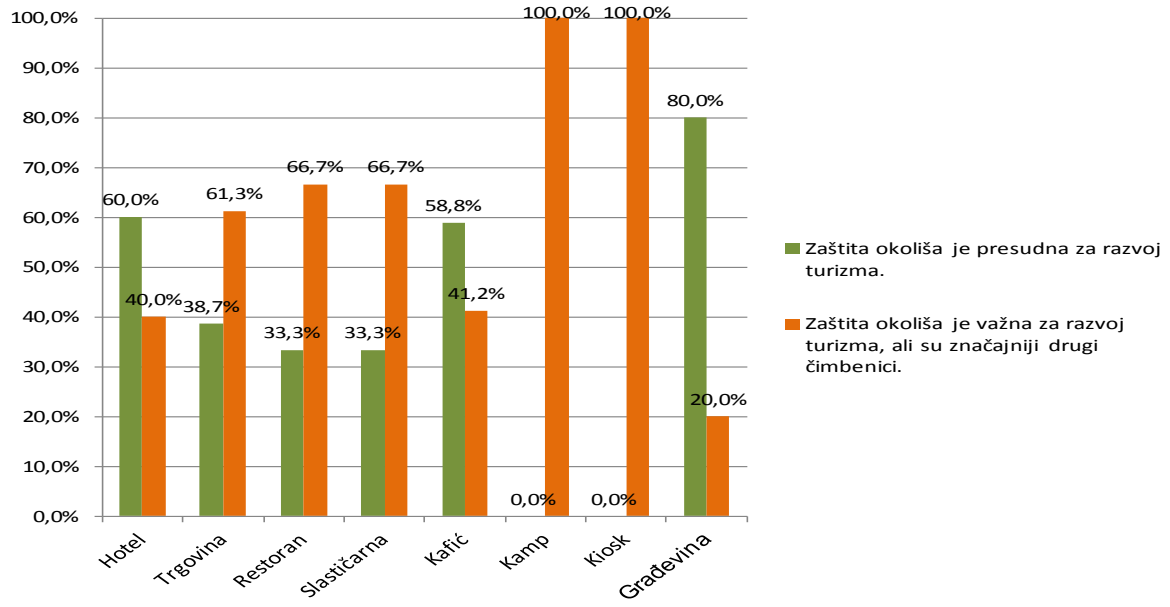
U svjetlu društveno odgovornog poslovanja uspjeh tvrtki ne određuju samo gospodarski rezultati već i društvene i ekološke performanse. Vrijednost koja se temelji na gospodarenju okolišem doprinosi njihovoj poslovnoj izvrsnosti (Rašić, 2010.). I dok su u nekim zemljama, primjerice u Švedskoj, ekonomski subjekti zakonski odgovorni za sakupljanje i zbrinjavanje određenih kategorija otpada, odgovornost u Europi obično se dijeli između proizvođača i općine. Na primjeru otoka Krka, vidimo da je ekološki sustav zbrinjavanja otpada predvidio uključenost svih aktera od proizvodnje otpada, sakupljanja, transporta odvajanje u kontejnerima, zbrinjavanje, lokalni postupak te ponovno dobivanje materijala i energije kao posljednji postupak koji će se na otoku Krku tek početi primjenjivati.

Tablica 1. – Pregled postotaka koliko su problemi zaštite okoliša danas važni za razvoj turizma

Sadržaj tvrdnje	n	%
1. Zaštita okoliša je presudna za razvoj turizma.	38	(43,2%)
2. Zaštita okoliša je važna za razvoj turizma, ali su značajniji drugi čimbenici.	50	(56,8%)
3. Zaštita okoliša uopće nije važna za razvoj turizma.	0	(0,0%)
4. Ukupno	87	(100,0%)

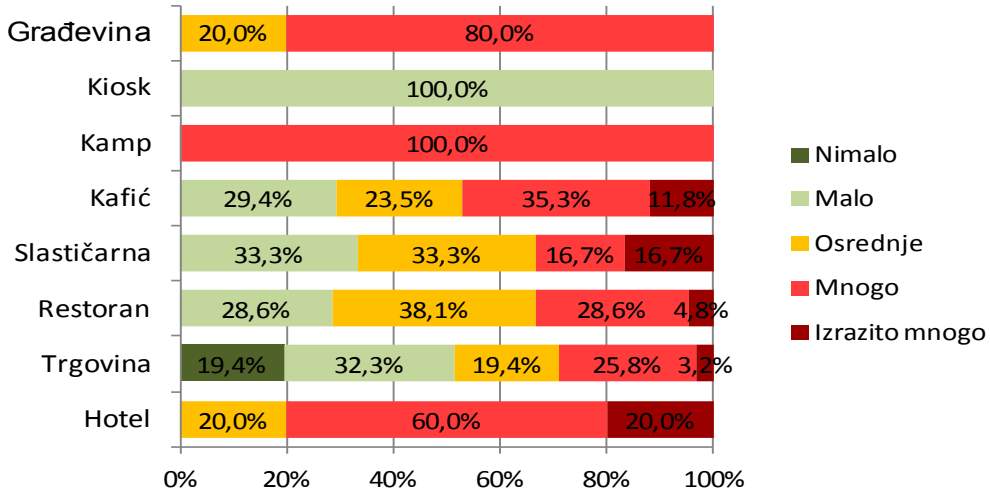
Više od 50% ispitanika (56,8%) smatraju da ja zaštita okoliša presudan za razvoj turizma, ali da su za razvoj turizma značajniji drugi čimbenici , dok 43,2% ispitanika smatra upravo zaštitu okoliša presudnu za razvoj turizma pa možemo konstatirati da svi ispitanici zaštitu okoliša smatraju nezaobilaznim faktorom u razvoju turizma.

Graf 1.- Važnost zašite okoliša s obzirom na djelatnost



Ispitanici se razlikuju u percepciji važnosti zaštite okoliša za razvoj turizma s obzirom na djelatnosti kojima se bave njihove tvrtke. Zaštitu okoliša kao presudnu za razvoj turizma većim djelom smatraju djelatnici hotela, kafića i građevinskih djelatnosti, dok oni u trgovinama, restoranima, slastičarnama kampovima i kioscima misle da su značajniji drugi čimbenici. Odabrani mali gospodarski subjekti utječu na zagađenje okoliša svojim djelatnostima. Iako su velika poduzeća uvijek smatrana većim zagađivačima, a manja kao više prijateljska za okoliš to ne mora uvijek odgovarati stvarnom stanju. Hotelijerstvo i ugostiteljska djelatnost pružaju usluge gdje je viši ekološki standard dodana vrijednost njihovim ekonomskim aktivnostima. Trgovine, restorani, kampovi i kiosci su tip djelatnosti u kojima usluga ne ovisi toliko o estetici okoliša, a i sami su proizvođači otpada.

Graf 2.- Utjecaj pojedinih djelatnosti na stanje okoliša



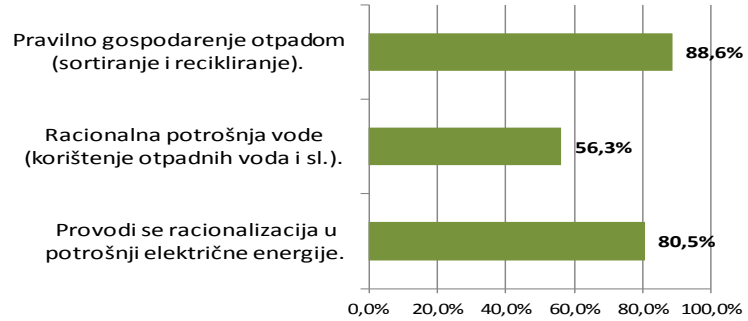
Mali poduzetnici u svojim djelatnostima često onečišćuju okoliš i stvaraju otpad, a prolaze nezapaženo zbog svoje veličine i važnosti. Kako bismo dobili odgovor od ispitanika o njihovoj procjeni utjecaja na okoliš djelatnosti kojima se bave primijenili smo Liekertovu skalu. Obzirom na pojedine djelatnosti procjena utjecaja na okoliš je u sektoru građevine ponderirana da 80% ispitanika misli da djelatnost mnogo utječe na okoliš dok 20% misli da ona osrednje utječe. 60% ispitanika iz hotelijerske djelatnosti smatra da je njihova djelatnost utječe mnogo na okoliš, a svi zaposlenici zaposleni u kampovima smatraju da njihova djelatnost mnogo utječe na okoliš. Zaposlenici u trgovinama imaju podijeljeno mišljenje, a čak ih oko 20% smatra da njihova djelatnost ne utječe na okoliš. Možemo reći da su djelatnici u restoranima, slastičarnama i kafićima oko trećine procijenili osrednjim utjecaj na okoliš. Interesantno je da 20% ispitanika iz hotela smatra da njihova djelatnost jako utječe na okoliš, a svijest o utjecaju na okoliš prisutna je i kod predstavnika slastičarni 16,7%. Ovakva struktura procjene utjecaja na okoliš pokazuje da predstavnici gospodarskih subjekata ocjenjuju opasnost za okoliš ovisno

o svojoj djelatnosti, a budući da se radi o turističkoj destinaciji najveće zagađenje zapravo dolazi od smeća i komunalnog otpada. Interesantno je da je 17% ispitanika iz slastičarni i 12% iz kafića procijenilo da njihova djelatnost izrazito mnogo utječe na okoliš.

4.2. Proekološke aktivnosti

Uspjeh programa recikliranja otpada ovisi o aktivnom i trajnom sudjelovanju građana, ali i gospodarskih subjekata u ispravnom odvajanju i prikupljanju reciklažnog otpada. Kvaliteta okoliša izrazito ovisi o ljudskim obrascima ponašanja. Ekološko ponašanje odnosi se na ponašanje koje daje prednost okolišu ili na ponašanje koje šteti okolišu što je manje moguće (Stern, 2000.).

Graf 3.- Samoprocjena proekoloških aktivnosti



Proekološko ponašanje uključuje ekološki odgovornu potrošnju i recikliranje koje je oblik ekološki odgovornog ponašanja. Rezultati istraživanja pokazuju da 88,6% malih gospodarstvenih subjekata provodi pravilno gospodarenje otpadom (prikupljanje, sortiranje i recikliranje). Racionalna potrošnja vode prisutna je kod više od polovice ispitanika, dok je racionalizacija potrošnje električne energije prisutna kod 80% ispitanika.

4.3. Razdvajanje otpada

Upitali samo predstavnike gospodarskih subjekata neka procjene svoju aktivnost vezanu uz razdvajanje otpada.

Tablica 2. - Razdvajanje otpada u vlastitoj firmi

Procjena ispitanika o stupnju i učestalosti razdvajanja otpada

	n	%
Otpad se uopće ne razdvaja	5	(5,7%)
Otpad se povremeno razdvaja	19	(21,8%)
Otpad se svakodnevno razdvaja	63	(72,4%)
Ukupno	87	(100,0%)

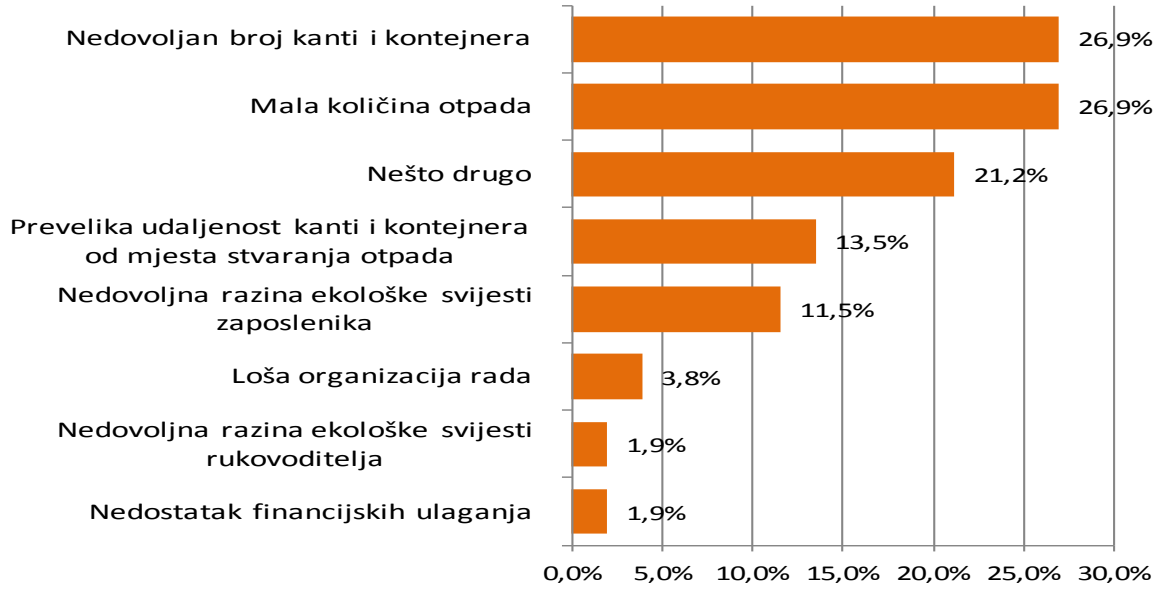
Analiza učestalosti razdvajanja otpada pokazuje da je implementacija postojećeg sustava koji podrazumijeva razdvajanje otpada kad se radi o ekonomskim subjektima relativno zadovoljavajuća. Samo 5,7% ispitanika uopće ne razdvaja otpad, dok 21,8% povremeno razdvaja. Dvije trećine ispitanika svakodnevno razdvajaju otpad.

4.4. Društvena osviještenost i odgovorno ponašanje

S rastom ekološke osviještenosti povećan je i interes za sudjelovanje u programima recikliranja. Ovaj programa na otoku Krku je uglavnom dobrovoljan i ograničen na prikupljanje najčešćih vrsta materijala koji se u kućanstvima i u djelatnosti gospodarstva mnogu naći. Razlozi nedovoljnog razvrstavanja otpada mogu biti stavovi o okolišu, znanje, demografske varijable i varijable osobnosti. U uvjetima u kojima recikliranje zahtjeva veliki trud jedino ljudi koji imaju razvijenu svijest o okolišu recikliraju. Razlozi za nerazdvajanje otpada mogu biti kao i u drugim istraživanjima (Gamba, Oskamp, 1994.) različiti tip opravdavanja poput nedovoljan broj kanit i kontejnera (26,9%), mala količina otpada (26,9%), prevelika udaljenost kanti i kontejnera od mjesta stvaranja otpada i drugo.

Graf 4. - Kontekstualni čimbenici i utjecaj ekološkog ponašanja i percepcije pojedinca na razdvajanje otpada

Analiza različitih metoda zbrinjavanja otpada daje osnovu za izbor mogućeg unaprjeđenja sustava. Na Krku je odvajanje otpada primijenjeno na samom izvoru tj. u domaćinstvima i u ekonomskim subjektima koji proizvode otpad. Kako bi provedba zbrinjavanja otpada bila uspješna vrlo je važno među zaposlenicima probuditi motivaciju za aktivnost razvrstavanja otpada.



Kao najčešći razlozi nerazdvajanja otpada među ugostiteljima navode se nedovoljan broj kanti i kontejnera te premala količina otpada.

4.5. Poticaji za razdvajanje otpada

Cilj ovog istraživanja bilo je doći do stavova koji će dovesti do povećanog stupnja razdvajanja otpada. S tim u vezi postavljeno je pitanje sudionicima istraživanja što bi po njihovom mišljenju moglo potaknuti veće razdvajanje otpada u njihovoj djelatnosti. Nešto iznad jeden trećine ispitanika smatra da bi trebalo uvesti penalizaciju tj. novčano kažnjavanje tvrtki za nesavjesno ponašanje u zbrinjavanju otpada. Oko 40% ispitanika smatralo bi korisnim dodjeljivanje posebnog znaka kvalitete tvrtkama koje razdvajaju otpad, a 9% ispitanika smatra da bi trebalo javno prozvati tvrtke koje ne razdvajaju otpad,a 4,5% pristalo bi na zakonsko sankcioniranje onih koji ne razdvajaju otpad. Ispitanici su predložili sljedeće mjere: dodjeljivanje posebnih kanti za odvajanje otpada, edukacija i kontrola, financijsko nagrađivanje/odobravanje tvrtkama koje odvajaju otpad, osigurati dovoljno spremnika za pojedine vrste otpada, podizanje ekološke svijesti građana , pogodnost jeftinijih komunalnih usluga, razvijanje svijesti o zaštiti okoliša, veće kante za staklo ili redovitije pražnjenje jer su kante uglavnom pune. Podaci prikupljeni istraživanjem pokazuju da je puno načina kojim se može uspješno intervenirati kako bi se povećao broj osoba s navikom recikliranja. Primjerice, pismeni način obvezivanja pojedinaca djeluje na porast recikliranja na duže vrijeme više od nagrade.

5. Zaključci

Integrirani sustav gospodarenja otpadom relativno je novi koncept i relativno je prisutan u Hrvatskoj i primijenjen u jednoj lokalnoj sredini kao što je otok Krk. Ovo istraživanje imalo je cilj utvrditi različite aspekte prakse tog sustava sa ciljem njenog unaprjeđenja. U radu je jako važna dimenzija okoliša jer je održavanje i poboljšanje okoliša u nekoj regiji jedna od pet temeljnih dimenzija definicije geoturizma. Želja za poboljšanjem ekološke svijesti kao i mjerenje o zabrinutosti za okoliš je dio pristupa koji treba unaprijediti praksu razdvajanja otpada na otoku Krku. Stavove ispitanika pokušali smo analizirati kroz činjenicu imaju li proekološki pogled na svijet. Druga mjera pogleda na okoliš je tendencija da se sudjeluje u proekološkom ponašanju kao što je recikliranje, očuvanje energije ili političko djelovanje. Uobičajeno u mjerenju stavova u području turizma je procjena važnosti zaštite okoliša. Iako mnogi smatraju da je zaštita okoliša presudna za razvoj turizma (43%), ipak nešto više njih smatra da su za razvoj turizma značajniji drugi čimbenici (57%). Djelatnici hotela, kafića i građevinskih djelatnosti većinom smatraju da je zaštita okoliša presudna za razvoj turizma, dok oni u trgovinama, restoranima, slastičarnama, kampovima i kioscima misle da su značajniji drugi čimbenici.

Proekološko ponašanje uključuje ekološki odgovornu potrošnju i recikliranje koje je oblik ekološki odgovornog ponašanja. Rezultati istraživanja pokazuju da 88,6% malih gospodarstvenih subjekata provodi pravilno gospodarenje otpadom (prikupljanje, sortiranje i recikliranje). Racionalna potrošnja vode prisutna je kod više od polovice ispitanika, dok je racionalizacija potrošnje električne energije prisutna kod 80% ispitanika.
Analiza učestalosti razdvajanja otpada pokazuje da je implementacija postojećeg sustava koji podrazumijeva razdvajanje otpada kad se radi o ekonomskim subjektima relativno zadovoljavajuća. Samo 5,7% ispitanika uopće ne razdvaja otpad, dok 21,8% povremeno razdvaja. Dvije trećine ispitanika svakodnevno razdvajaju otpad.
Razlozi za nerazdvajanje otpada mogu biti kao i u drugim istraživanjima (Gamba, Oskamp, 1994.) različiti tip opravdavanja poput nedovoljan broj kanit i kontejnera (26,9%), mala količina otpada (26,9%), prevelika udaljenost kanti i kontejnera od mjesta stvaranja otpada i drugo. Oko 40% ispitanika smatralo bi korisnim dodjeljivanje posebnog znaka kvalitete tvrtkama koje razdvajaju otpad, a 9% ispitanika smatra da bi trebalo javno prozvati tvrtke koje ne razdvajaju otpad,a 4,5% pristalo bi na zakonsko sankcioniranje onih koji ne razdvajaju otpad. Ispitanici su predložili sljedeće mjere: dodjeljivanje posebnih kanti za odvajanje otpada, edukacija i kontrola , financijsko nagrađivanje/odobravanje tvrtkama koje odvajaju otpad, osigurati dovoljno spremnika za pojedine vrste otpada , podizanje ekološke svijesti građana , pogodnost jeftinijih komunalnih usluga , razvijanje svijesti o zaštiti okoliša, veće kante za staklo ili redovitije pražnjenje jer su kante uglavnom pune.

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COMPARISON OF MYSQL AND POSTGRESQL DATABASE MANAGEMENT SYSTEMS

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Abstract
Modern business information systems require fast, integrated and reliable databases. Solutions most often used are the ones that implement the SQL language and use the relational database model. Two most important representatives of open-source relational database management systems (DBMS) are MySQL and PostgreSQL. In order to come to an informed decision when choosing between one or the other system, one must be aware of the characteristics and strong points of both. The goal of this paper is to present these two popular database management systems, and to delineate and summarize the basic differences between the two. This paper's main contribution lies in the analysis and comparison of MySQL and PostgreSQL by taking into consideration multiple factors (such as ease of use, syntax, flexibility, safety, performance, etc.).

Keywords: database, database management system, comparison, MySQL, PostgreSQL

PRESENTATION OF RESOLUTION OF BALLAST WATER MANAGEMENT

Branko Radil

Abstract
Modern civilization demands great traffic of goods. Transport of necessary amounts is possible only by sea. Safety of navigation is insured by correct ballast loading. During loading and unloading of water ballast it is possible to transfer different kinds of sea species in new habitats. This article presents reasons for implementation of new IMO convention Ballast Water Management as well as ways of implementation.

Keywords: balast, invasive species, maritime

Upravljanje balastnim vodama

Navigare necesse est. Ploviti se mora. Rečenica koja izražava važnost plovidbe za globalno gospodarstvo. Od vremena nastanka trgovine na većim udaljenostima prijevoz tereta morem ili unutarnjim vodama je bio glavni način prijevoza većih količina tereta. Osnovni razlog tome je najbitnija odlika prijevoza tereta vodama, mogućnost prijevoza velikih količina tereta korištenjem male sile. Zbog te odlike, prijevoz tereta morem i unutarnjim vodama je najjeftiniji način prijevoza. Trgovci su uvijek gledali da im brodovi budu nakrcani teretom u oba smjera putovanja, ali to nije uvijek bilo moguće. Budući da se brod prevrće ukoliko nije pravilno nakrcan,da plovidba bila sigurna mora se ukrcavati balast. Dok su brodovi bili građeni od drva za balast se koristilo kamenje i pijesak. Od kada se za izradu brodova počeo koristiti čelik, otprilike prije 120 godina, počelo se koristiti vodu kao balast za stabilizaciju broda na moru. Balastna voda se upumpava da bi se održali sigurni uvjeti plovnosti tijekom putovanja. Ova praksa smanjuje naprezanja oplate, pruža poprečni stabilitet, poboljšava pogon i upravljivost te kompenzira gubitak težine do kojeg dolazi potrošnjom goriva i zaliha.Iako je balastna voda od primarne važnosti za sigurno i učinkovito brodarstvo, može predstavljati ozbiljne ekološke, ekonomske i zdravstvene probleme zbog mnoštva morskih vrsta koje se brodskim balastnim vodama prenose. U balastnim vodama nalaze se mikroorganizmi, mali bezkralježnjaci, jaja, ciste i larve raznih vrsta. Prenešene vrste mogu preživjeti i uspostaviti reproduktivnu populaciju u novom okolišu, postati invazivne, nadjačati autohtone vrste te se konačno razmnožiti do štetnih količina.
Znanstvenici su prvi put prepoznali znakove uvođenja alohtone vrste nakon masovne pojave azijskog fitoplanktona alge odontelle (Biddulphia sinensis) u sjevernom moru 1903. godine. Tek sedamdesetih godina prošlog stoljeća znanstvena je zajednica počela proučavati problem detaljnije. Kasnih osamdesetih, Kanada i Australija su bile među zemljama koje su imale značajnih problema sa invazivnim vrstama, te su iznijeli svoju zabrinutost Odboru za zaštitu morskog okoliša (Marine Environment Protection Committee-MEPC) IMO-a (Međunarodne pomorske organizacije).
Problem sa invazivnim vrstama u balastnim vodama najvećim je dijelom posljedica proširene trgovine i količine prometa u posljednjih nekoliko desetljeća, a budući da se količina pomorske trgovine nastavlja povećavati, vrlo je moguće da još uvijek nije dostigao svoj vrhunac. Učinci su u mnogim dijelovima svijeta razarajući. Kvantitativni podaci pokazuju da se stopa bio-invazija kontinuirano povećava zabrinjavajućom brzinom i da cijelo vrijeme dolazi do invazija u posve novim područjima.
Širenje invazivnih vrsta prepoznato je kao jedna od najvećih ugroza ekološkog i ekonomskog blagostanja planete. Ove vrste uzrokuju ogromnu štetu biološkoj raznolikosti i vrijednim prirodnim bogatstvima zemlje o kojoj ovisimo. Direktni i indirektni učinci na zdravlje postaju sve ozbiljniji, a šteta po okoliš često je nepovratna.

Globalni odgovor
Prevencija prijenosa invazivnih vrsta i koordiniranje pravovremenog i učinkovitog odgovora na invazije zahtijevat će suradnju između vlada, ekonomskih sektora, nevladinih organizacija, međunarodnih trgovačkih organizacija. UN-ova Konvecija o pomorskom zakonu dajeglobalni okvir zahtijevom da države rade zajedno na „prevenciji, smanjenju i kontroli zagađenja morskog okoliša uzrokovanog ljudskim djelovanjem, uključujući i namjerno i slučajano uvođenje štetnih ili stranih vrsta u pojedini dio morskog okoliša.“
IMO (International Maritime Organization) je bio na čelu internacionalnih napora preuzimajući vodeću ulogu u rješavanju problema prijenosa vodenih invazivnih vrsta pomorstvom. 1991. MEPC je usvojio smjernice za prevenciju uvođenja neželjenih organizama i patogena iz balastnih voda brodova i ispusta sedimenta (MPEC rezolucija 50(31)); dok je na konferenciji Ujedinjenih naroda o okolišu i razvoju (UNCED), koja se održala 1992. godine u Rio de Janeiru, problem prepoznat kao značajan razlog za međunarodnu zabrinutost.
U studenom 1993.g., Skupština IMO-a usvojila je rezoluciju A774(18) koja se temelji na smjernicama iz 1991.g., koje zahtijevaju da MEPC i MSC drže smjernice pod nadzorom sa ciljem razvoja međunarodno

primjenjivih, zakonskih obvezujućih odredbi. Nastavljajući svoj rad na razvoju međunarodnog ugovora, Organizacija je usvojila, u studenom 1997.g., rezoluciju A.868(20) – Smjernice za kontrolu i upravljanje balastnim vodama broda sa svrhom smanjivanja prijenosa štetnih vodenih organizama i patogena pozivajući svoje države članice na korištenje ovih smjernica pri riješavanju IAS.

Nakon više od 14 godina složenih pregovora među članicama IMO-a, Internacionalna konvencija za kontrolu i upravljanje balastnim vodama broda i sedimenata (BWM konvencija) usvojena je konsenzusom na diplomatskoj konferenciji koja se održala u sjedištu IMO-a u Londonu 13. Veljače 2004. U svom uvodnom obraćanju sudionicima konferencije, glavni tajnik IMO-a izjavio je da će nova Konvencija predstavljati značajan korak prema zaštiti morskog okoliša za ovu i buduće generacije. „Naša dužnost prema našoj djeci i njihovim potomcima ne može biti precijenjena. Ja sam siguran da svi mi želimo da naslijede svijet sa čistim, produktivnim, sigurnim i zaštićenim morima – i da će ishod ove konferencije, izbjegavanjem sve ozbiljnije prijetnje, biti osnova koja će to osigurati."

Konvencija će zahtijevati da svi brodovi primjenjuju plan upravljanja balastnim vodama i sedimentom. Svi brodovi morati će imati Knjigu o balastnim vodama (Ballast water record book)i morati će upravljati balastnim vodama u skladu sa procedurama koje će odgovarati dogovorenom standardu. Potpisnici Konvencije mogu poduzimati i dodatne mjere koje su podložne mjerama zacrtanim u Konvenciji i IMO smjernicama.

Konvencija o upravljanju balastnim vodama

Nakon UN-ove Konferencije o prirodi i razvoju održanom u Rio de Janeiru 1992., IMO je počeo pregovore o mogućnosti razvoja međunarodno obvezujućih instrumenata koji će se odnositi na prijenos štetnih vodenih organizama i patogena u brodskim balastnim vodama. Od 1999.g., Grupa za Balastne Vode (Ballast Water Working Group), osnovana na MPEC-u 1994.g., fokusirala se na samostalnu konvenciju o kontroli i rukovanju brodskih balastnih voda i sedimenata.

Dovođenje novih vodenih vrsta i patogena u nova staništa je bilo označeno kao jedna od četiri najveće prijetnje životu u svjetskim morima (ostale tri su zagađenje mora s kopna, pretjerano iskorištavanje živih resursa i uništavanje staništa) i u 2002.g., na Svjetskom skupu o Održivom Razvoju održanom u Johanesburgu,pozvano je na akciju na svim nivoima za razvoj mjera koje će se odnositi na invazivne vrste u balastnim vodama.

Pravilna kontrola i rukovanje s balastnim vodama su postali najveći ekološki izazov za IMO i globalno pomorstvo.

Tehnologije upravljanja balastnim vodama

Za postizanje „čistoće" balastnih voda primjenjive su sljedeće metode

Metode zamjene balasta

Metode se primjenjuju tako da se balast ukrca u području litorala i iskrca u području oceanskih voda te zamijeni balastom oceanskih voda koji se na kraju putovanja iskrcava u području litorala. Naime, ukoliko se vrste iz litorala iskrcaju u području oceanskih voda, vrste iz litorala neće preživjeti. Isto se događa kada se vrste iz oceanskih voda iskrcaju u području litorala one neće preživjeti. Iako ove metode izgledaju vrlo jednostavne za primjenu sama njihova primjena nije uvijek moguća.

Prva metoda je sekvencijalno mijenjanje balasta. Tankovi se potpuno isprazne i nakon toga napune. Metoda zahtijevaja povoljne vremenske uvijete. Ukoliko brod plovi cijelo vrijeme u nepovoljnim vremskim uvijetima neće biti u mogućnosti zamijeniti balaste zbog mogućnosti gubitka stabiliteta ili oštećenja broda.

Metode koje rješavaju ovaj problem su protočna metoda (flow through) i metoda razrjeđivanja (dilution). Razlika od prethodne metode je da se u ovom slučaju balast konstantno izmjenjuje tijekom putovanja. Voda se upumpava u tankove te se ukrcani balast konstantno razrjeđuje vodom iz oceanskog područja. Kod protočne metode balast izlazi na odušnike, a kod metode razrjeđivanja balastne vode se ukrcavaju sa gornje strane i konstantno ispuštaju kroz otvore na dnu trupa.

Nedostatak ovih metoda je da traže duga putovanja da bi se balast mogao dovoljno razrijediti te su pogodne za primjenu na velikim brodovima koji prevoze velike količine tereta na velike udaljenosti. Metode su radno intenzivne jer zahtjevaju velike manipulacije balastom.

Metode tretiranja balasta

Kod ovih metoda ukrcana voda se tretira na razne načine ili kombinacijom više načina.

Prva grupa metoda su mehaničke metode filtracije filterima ili centrifugalnim separatorima. Problem je u samom volumenu opreme potrebne za filtraciju balastnih voda. Ukoliko bi se montirao sistem trenutno raspoloživih tehnologija, brod bi izgubio oko petinu skladišnog prostora.

Druga grupa metoda je tretiranje balasta fizikalnim metodama. Ove metode uključuju dezinfekciju UV svjetlom i grijanjem.

Treća grupa metoda je tretiranje balasta kemijskim metodama. Kemijske su metode tretiranja balasta, tretiranje ozonom, klorom ili kiselinama.

Moguće je i korištenje kombinacije ovih metoda. Za korištenje ovih metoda potrebno je uložiti energiju dok je kod kemijskog tretiranja problem u doziranju kemikalija, postupanju, utjecaju na okoliš i zdravlje ljudi.

Metode su pogodne za primjenu na manjim brodovima budući da tretiranje velikih količina balasta podrazumijeva i veliki potrošak energije u kratkom vremenu što nije pogodno za brodove koji ukrcavaju velike količine balasta.

Metode izolacije balasta

Metoda se sastoji u iskrcavanju balasta u za to predviđeno prihvatno postrojenje te tretiranje balastnih voda nekom ili kombinacijom nekih metoda iz prošle grupe. Prednost je da se ostrojenje za preradu nalazi na obali te se ne gubi dragocjeni prostor za teret.

Sljedeća metoda koristi mogućnost vraćanja balasta na njegovo ishodište, ali se njenom primjenom dovodi u pitanje isplativost cijelog procesa.

Primjena

Za primjenu ove konvencije potrebno je da je potpiše barem 30 zemalja koje ukupno imaju 35% svjetske flote. Trenutno je potpisalo 38 zemalja koje čine 30,38% GT-a svjetske flote.

EUROPSKI IDENTITET I MALE NACIJE: NOVI DRUŠTVENI IZAZOVI

EUROPEAN IDENTITY AND SMALL NATIONS: NEW SOCIAL CHALLENGES

PREDICTIONS OF THE SUCCESS RATE OF EU NEW MEMBER STATES IN RECEIVING HORIZON 2020 FUNDING

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Abstract
EU is facing increasing world competition. EU member states with high R&D intensity have been most resilient in the current economic crisis. Given that R&D intensity in the EU new member states (except for Slovenia and Estonia) lags behind the EU average (2.03 % in 2011), Horizon 2020 funding is a unique opportunity to advance the position of these states in research and innovation. In the paper we analyse the financial contributions for R&D received by EU 28 countries through FP 7. The analysis serves for predicting their respective success rates in the Horizon 2020. It is known that European research funding is linked to the scientific excellence and it must be supported by actions at the national level. Therefore, the national excellence in science and technology and national R&D intensity indicators benchmarked to the EU average are the two essential factors used in our prediction. First, the FP 7 funding is estimated in terms of ideal part of the total budget related to the percentage of the full time equivalent of researchers of the respective country within the EU. The estimate is then multiplied by the two above-mentioned factors. It is shown that this simple approach gives a fully satisfactory insight into the distribution of EU research funds. The results of our analysis are then extrapolated to the Horizon 2020 funding. The prediction shows that any significant improvement of the success of EU new member states in Horizon 2020 as compared to FP 7 is plausible only under special precautions. The first prerequisite of progress is the growth of R&D intensity towards European targets. The improvement of national science and technology infrastructure due to the structural funds allocation may also positively influence the scientific excellence. Auxiliary factors that can help in bridging the divide between new and old EU member states in terms of European funding include, for example, effective information systems, granting the preparation of Horizon 2020 projects, and higher participation of doctoral students in Horizon 2020 projects.

*Keywords***:** EU new member states, R&D intensity, research excellence, success rate in FP 7, prediction for H 2020, essential and auxiliary factors

Introduction

European Union (EU) new member states (NMS) are lagging behind the western part of Europe in research and innovation /**1, 2**/. Therefore, Horizon 2020 (H 2020) funding is a unique opportunity for them to advance their position. For achieving success in the grant competition it is necessary to understand what are the primary criteria and thresholds that must be surpassed in the evaluation process and how they depend on the essential and subsidiary factors and characteristics of the research and development environment in the respective countries. In this paper we present our analysis of the success of EU MS in 7th Framework Program (FP 7) as a starting point to our prediction for H 2020.

1. Basic variables of the analysis

The criteria of FP projects evaluation include: scientific and technological excellence, expected progress vs. the state of the art in the field, quality and efficiency of the consortium, management and infrastructure, impact and dissemination of results. Among these, the leading principle is excellence as a resource of new knowledge and innovation. Although the impact of excellence is especially high in European Research Council (ERC) projects, it penetrates the whole FP 7 and H 2020 programs. At the opening of H 2020 in Slovakia in January 2014, the Commissioner M. Geoghegan-Quinn said: *Excellence cannot be everywhere, but it can sproute from everywhere.* It was understood as an encouragement of the local community, because the level of scientific excellence in the country is lower that the average of EU /**1**/. Nevertheless, the islands of positive deviation exist everywhere.

In the analysis /**3**/ covering the period 2007 – 2012 it was shown that the dependence of the contributions obtained by MS from FP 7 (y [mil. €]) upon their national research and development intensity (R&DI) (x [mil. €]) can be estimated in the form of linear equation

$$y = 0.8774\,x + 30 \quad . \quad (1)$$

with the coefficient of determination $R^2 = 0.8666$. Here R&DI is the gross domestic expenditure on research and development (GERD) as a percentage of the gross domestic product (GDP). Some of NMS are located above the estimated line (1), e.g. Hungary (HU) and Poland (PL), some are below the line, e.g. Slovakia (SK) and Czech Republic (CZ). But in general, equation (1) is a satisfactory approximation in terms of statistical significance of the estimate. Therefore, by no doubts the national R&DI is an unavoidable presupposition for the participation in the EU programs. Moreover, it is a „fuel" propelling the new infrastructure built from the EU structural funds (SF).

Finally, we will assume that the ideal contribution for the respective MS from EU programs should be proportional to the full time equivalent (FTE) of the national research community as percentage of FTE of EU.

On the basis of the above, our estimates are based on the following three explanatory variables: national scientific excellence, national R&DI and national research community FTE.

2. Further factors influencing the success in obtaining EU research funding

In addition to the national excellence and R&DI there are also other factors which may increase the success of the respective country in the FP 7 or H 2020, such as:
a/ participation of PhD students in the projects,
d/ quality of management,
c/ efficiency of the research diplomacy,
e/ low level of bureaucracy,
f/ good language abilities,
g/ enthusiasm or scepticism of researchers depending on the political attitudes toward science,
h/ supporting grants for the preparation of European projects.
Nevertheless, we will show that these factors are only subsidiary.

3. The model

The ideal contribution (IdC) for the respective country from FP 7 is calculated from the total volume of funding proportionally to the FTE in the national research community. The contribution (ExC) expected according to our assumptions will be obtained as IdC multiplied by two factors:
F1 is the national excellence benchmarked to the EU average,
F2 is the national R&DI benchmarked to the EU average.
Then a simple relation holds:

$$ExC = IdC \times F1 \times F2. \quad (2)$$

ExC will be compared with the real contribution ReC obtained from /**2**/. From this comparison the plausibility of our approach will be determined.
Some alternatives are:
1. The IdC will be calculated from total R&D personnel (total FTE) minus FTE of business enterprise FTE, because mainly the researchers in public (governmental and higher education) sectors fulfil the standard requirements of the scientific excellence.
2. The square root of national R&DI will be employed because in countries with lower R&DI the cost of results (publications) is lower.

The real contributions ReC for the period up to 2012 are given in /**2**/. There the total amount distributed among EU MS (without associated countries) is 32491 mil. €. Regarding the full FP 7 budget, at the end of 2015 it will reach the extrapolated amount of 48376 mil. €. The extrapolation factor as a ratio of the mentioned amounts is 1.49.

4. National excellence in science and technology (S&T)

The data of national excellence of EU 28 in 2010 summarized in /**1**/ are applied in our calculations. The excellence is calculated as a composite indicator depending on four variables: the share of highly cited publications in all publications; number of top scientific universities and public research organisations in the country; patent applications per million population; the value of ERC grants. Details are in /**1**/. The average

excellence of EU is 47.9, from old MS top ranking is Netherlands (78.9), from NMS Hungary (31.9) and the excellence of Switzerland is 97.6.

5. Application of the model

Calculations were done for the whole EU 28 group, however, in this paper we will show only the results for the eight NMS from Central and Eastern Europe: Bulgaria (BG), Croatia (HR), Romania (RO), Slovenia (SI) and CZ, HU, PL, SK and compare them with those obtained for Germany (DE), Spain (ES) and the Netherlands (NE). The starting data /**1, 2**/ are given in Tables 1 and 2.

Table 1. Data used for calculations of the success rate of EU MS in FP 7 /1, 2/

MS	R&DI 2011	Square root of R&DI 2011	Excellence in S&T 2010	FP 7 fund. 2008-2012 [mil. €]	[1]FP 7 funding 2007- 2015 [mil. €]	SF allocation 2007-13 [mil. €]
EU	2.03	1.42	47.9	32491	48376	46400
BG	0.57	0.75	24.6	93	139	242
HR	0.75	0.87	12.3	67	100	0
CZ	1.84	1.36	29.9	224	335	3556
DE	2.84	1.68	62.8	6028	9013	4647
ES	1.33	1.15	36.6	2624	3923	5320
HU	1,21	1.10	31.9	242	353	1488
NL	2,04	1.43	78.9	2615	3909	288
PL	0.77	0.88	20.5	374	559	8700
RO	0.48	0.69	17.8	138	206	843
SI	2.47	1.57	27.5	146	218	859
SK	0.68	0.82	17.7	69	103	1215

[1]*FP 7 funding extrapolated to the FP 7 budget 48376 mil. €. (Associated countries are not included.) Also the allocation of SF for research, development, innovation and developing of human potential is shown.*

Table 2. Data (2011) used for calculations of the success rate of EU MS in FP 7 /2/

Country	FTE [%]	FTE bus. enterpr. [%]	FTE (thousands)	FTE public (thousands)	[1]Population [mil.]
EU	0.7	0.3	1615.4	923.4	488
BG	0.4	0.1	11.9	8.9	7.9
HR	0.5	0.1	6.8	5.4	4.4
CZ	0.6	0.3	30.7	15.4	10.3
ES	0.7	0.3	130.2	74.4	41.9
DE	0.9	0.5	338.3	150.3	82.6
HU	0.6	0.3	23.0	11.5	10.1
NL	0.6	0,3	53.6	26.8	16.5
PL	0.4	0.1	64.1	54.5	38.2
RO	0.2	0.0	16.1	16.1	21.5
SI	0.9	0.5	8.8	3.9	1.9
SK	0.7	0.1	15.3	13.1	5.4

[1]*Population of the respective country is not used in calculations*

We perform three different calculations:
No. 1:
IdC values are calculated proportionally to the total FTE. ExC are obtained using Eq. (2).
No. 2:
IdC values are calculated proportionally to the FTE of public sector. ExC are obtained using Eq. (2).
No. 3:
IdC values are calculated proportionally to the total FTE. ExC are obtained using Eq. (2), where F2 must be substituted by a modified factor F3 reflecting the square root values of R&DI (3rd column in Table 1).

While only the results of the calculation No. 2 will be given here (Table 3). All calculations are compared in Table 4.

Table 3. Calculation No. 2. FP 7 ideal (IdC), expected (ExC) and real (ReC) contributions

MS	IdC proportional to public sector FTE [mil.€]	F1	F2	ExC [mil.€]	ReC 2007-2015 [mil.€]
EU	48 376	1.00	1.00	48 006	48 376
BG	466	0.51	0.28	67	139
HR	283	0.26	0.37	27	100
CZ	807	0.62	0.91	455	335
DE	7 874	1.31	1.40	14 441	9 013
ES	3 898	0.76	0.65	1 925	3 923
HU	602	0.67	0.60	242	353
NL	1 404	1.65	1.00	2 316	3 909
PL	2 855	0.43	0.38	467	559
RO	843	0.37	0.24	75	206
SI	204	0.57	1.22	142	218
SK	686	0.37	0.33	84	103

Table 4. Comparison of calculations No. 1, 2 and 3

No.	Σ ExC [mil. €]	σ [mil. €]
1	55702	2005
2	48006	1341
3	51054	1454

2nd column: the sum Σ ExC, 3rd column: σ *(mean quadratic deviation) calculated as the square root of the* $\Sigma(ReC - ExC)^2 / 28$.

Conclusions

From Table 4 it follows that the calculation No. 2 gives the best correspondence between the sum of expected contributions (48 006 mil. €) and the extrapolated FP 7 budget (48 376 mil. €.) The mean quadratic deviation is only 1 341 mil. €. Also two other treatments give satisfactory results, which confirm our assumption that excellence and R&DI are the decisive factors of the success of the respective country in the EU funding competition. Nevertheless, from the calculations it follows that referring to the acquisition of European money the EU 28 MS could be divided into four groups showing certain similarities. They depend on their economic power and derived national support of research:

1. EU funding of the most developed countries – Denmark, Finland, France, Germany, Luxembourg and Sweden is lower than expected from our model. Obviously they have rich research supporting national agencies and in effect they are losers indirectly supporting other states.
2. The previous conclusion is not valid for three well developed countries – Austria, Belgium and the Netherlands. In the case of Benelux countries we may speculate with the historical affinity to the European values.
3. Western countries suffering more from economic crisis with consequences also for the research, like Italy, Greece, Portugal, Spain and Ireland win more European money than our model predict.
4. Similar is the situation in developing NMS – Bulgaria, Croatia, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovenia and Slovakia. (This fact is underlined by EC in the book /**1**/.) Here only Czech Republic with well supported S&T is an exception.

In summary, we may conclude that the criticism of the research communities because of lower absolute contributions obtained from EU programs, which often found and sound in some NMS, is not correct. In the European grant competition they do their best, but they are critically limited by both insufficient national R&DI and the lower excellence, which are the consequences of long-lasting devastation of the research environment by national policies. The distribution of funds in H 2020 in favour of NMS could be only changed if the national research excellence and R&DI will improve. At present it is hoped that the new infrastructure built mostly due to European SF (Table 1) will provide a partial remedy. Nevertheless, we estimate that provided the appropriate

national R&DI, the period needed for the improvement of national excellence indicators will last about five to seven years.

Acknowledgement

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EUROPEAN IDENTITY: MEDIA AND CULTURE

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Abstract
Nation represents a form of political organization connected with modernity. National states had been building standard languages and educational systems in order to form national identification, since a state can hardly exist without some form of cultural closeness between its citizens. Without a common identity, a society is often divided and lacks solidarity. European Union was built on economical and political grounds; however it tries to forge a sense of common belonging and identity. As in the case of national integration, there are two possibilities – European identity based on the common culture, and European identity based on common political principles. The first type of identity is hard to forge, due to European cultural and linguistic diversity. The second type of identity can hardly form a basis of spolitical community, and also can hardly be achieved due to non-existence of European media space and common public opinion. Therefore, the authors of this paper conclude that European Union is based on unstable grounds.

Keywords: nation, European Union, European identity, European culture, European media space

1. UVOD

Europsko ujedinjenje u svom je institucionalnom početku zamišljeno kao udruživanje ekonomskih resursa te stvaranje, širenje i konsolidiranje zajedničkog tržišta s ciljem povećanja ekonomskog blagostanja. Ekonomski smisao ujedinjavanja pronalazio se u teorijskoj postavci po kojoj bi zajedničko tržište kroz specijalizaciju i korištenje komparativnih prednosti trebalo donositi korist svima, barem dugoročno. Osim toga, zajedničko je tržište i politički funkcionalno. Tako je na primjer, da upotrijebimo povijesnu analogiju, razdoblje velike ekspanzije međunarodne ekonomije uz pomoć zlatnog standarda u drugoj polovici 19. stoljeća bilo praćeno nedostatkom ozbiljnijih vojnih sukobljavanja jer je bilo jasno da je tržište osjetljivo na ratne avanture koje narušavaju i vjerodostojnost države u očima velikih bankara koji servisiraju državne financije (Polanyi, 1999: 30). Poučeni zatvaranjem i burnim trgovinskim ratovima u razdoblju između dva svjetska rata, europski su političari zauzeli stav da regionalno tržište ne može postojati bez ozbiljnije političke integracije. Osim ekonomske logike ne manje važna bila je ona politička i humanistička koja je uvidjela potrebu ograničavanja nacionalnog suvereniteta koji je doveo do razarajućeg Drugog svjetskog rata s desecima milijuna žrtava. Stoga se metaforički može reći da Europska unija nije rođena zbog Karla Velikog, nego zbog poslijeratnog europskog nihilizma, odnosno sumnje u racionalističku, modernističku viziju povijesti obilježenu kontinuiranim znanstvenim, kulturnim i društvenim napretkom. Prvi i osnovni motiv njenog stvaranja nije bila idealistička vizija i obnavljanje nekadašnje srednjovjekovne historijsko-političko-kulturne karolinške zajednice, nego strah od dvaju totalitarnih ideologija (komunističke i nacionalsocijalističke) i želja da se njihov rušilački potencijal zaustavi i obuzda pacificirajućim gospodarskim silama (Trausch, 1999: 21-27).
U skladu s ovom prvotnom vizijom europska integracija bila je uglavnom tehnokratski i elitistički proces u kojem se primjenom stručnog znanja trebaju ukloniti sve prepreke na putu k zajedničkom tržištu, a time i ekonomskom blagostanju. Prema tada popularnim teorijama u društvenim znanostima, zajedničko tržište i sve brojnije veze među građanima i interesnim grupama različitih zemalja dovest će do slabljenja nacionalnih država, a građani će svoje instrumentalno-racionalno djelovanje orijentirati prema međunarodnim interesnim

grupama i zajedničkim europskim institucijama. Dakle, pojednostavljeno rečeno, zajedničko tržište nužno će dovesti do jače političke integracije, a taj će novi kontekst automatski biti prihvaćen od građana Unije kao novi ekonomski, politički i životni okvir. Ideja o jedinstvenoj europskoj naciji u početcima europskih integracija iznošena je vrlo rijetko. U pozadini je stajala činjenica da većina političara i intelektualaca iz tog razdoblja nije ni mislila da će nacije biti zamijenjene Europom odnosno europskom "super-nacijom", dok je kod onih koji su tako i mislili prevladavao oprez kako se europska integracija previše radikalnim potezima ne bi ugrozila nacionalističkom protureakcijom i zatvaranjem. Na oprez u propagiranju europske nacije vjerojatno je uticala i realnost postmoderne, odnosno teorijsko-praktična propast socijalnih i političkih utopija u obliku "velikih priča" tj. meta-naracija (prvenstveno komunizma) u 20. stoljeću, iako je taj oprez bio prisutan i kod intelektualaca, začetnika europske ideje u 19. stoljeću (Božić, 2002). Međutim, s vremenom, kako među europskim političarima tako i među društvenim teoretičarima koji se bave ovim područjem, sazrijevala je ideja da europska integracija neće doživjeti uspjeh ako se aktivnom intervencijom ne stvori zajednički europski kulturni i/ili politički identitet koji će biti prihvaćen od strane stanovništva, tj. koji će pridobiti njegove emocije i entuzijazam[566]. Tako kulturna dimenzija europskog ujedinjenja počinje zadobivati status ostalih važnih europskih tema poput poljoprivredne politike i bitke oko subvencija, zajedničke vanjske i obrambene politike, a nedostatak europske svijesti, tj. svijesti o pripadnosti zajedničkoj kulturi ozbiljno zabrinjava političare iz Bruxellesa. Osnovna je ideja ovog rada da se različiti projekti stvaranja europskog identiteta mogu analizirati pomoću spoznaja iz teorija nacije i nacionalnog identiteta, odnosno da se pri stvaranju europskog identiteta, naravno na višoj, nadnacionalnoj razini, ponavljaju obrasci stvaranja nacija-država i nacionalnih identiteta. Unatoč tvrdnji da je Europska unija znači novi fenomen koji nadilazi i suprotstavljen je nacionalizmu, sadržaj i funkcije kojima bi europski identitet trebao služiti nisu radikalno drukčije od nacionalnog identiteta, a u projektima stvaranja europskog identiteta moguće je prepoznati različite načine na koje su nastali nacionalni identiteti.

2. RAĐANJE NACIJA I NACIONALNOG IDENTITETA

U prvoj fazi istraživanja fenomena nacije i nacionalizma društveni znanstvenici nastojali su stvoriti tipologije koje bi objasnile stvarnost koju obilježava mnogostrukost načina na koje se samodefiniraju nacije. Jedna od prvih tipologija bila je podjela na građanske i etničke nacije (Kohn); prve bi bile "benigne" i nastale političko-birokratskom inkorporacijom teritorija od strane velikih država i definirale bi se kroz teritorijalnu pripadnost, dok bi druge predstavljale podudaranje etničkog i političkog te bi u praksi bile puno opasnije i dovodile do potencijalno nasilnih konflikata i diskriminacije manjina. Kasnije se takva tipologija pokazala prilično nategnutom i pomalo etnocentričkom jer su sve nacije, pa tako i one "građanske", uvijek sadržavale element etniciteta, sve su bile ili bazirane na zajedničkom jeziku ili određenoj političkoj mitologiji, a od njihovih se pripadnika očekivalo da usvoje i jedno i drugo. Kada se prihvati činjenica da etničko i nacionalno nisu različiti, nego vrlo, doduše ovisno o mjestu i vremenu, povezani fenomeni, tada se pred analitičara postavlja zadatak da protumači vrstu i funkciju takve povezanosti, kao i da protumači teritorijalnu i historijsku podudarnost ili nepodudarnost etničkog i nacionalnog fenomena. Odgovor na takva pitanja nije jednostavan pa su se teoretičari podijelili na dvije "škole" koje možemo nazvati primordijalističkom i modernističkom. Tako je tzv. modernistička teorija nacije promatrala kao nužnu posljedicu modernizacije odnosno nastanka kapitalističke ekonomije, opće pismenosti i standardnog jezika koji stvaraju homogeno građansko društvo i razbijaju lokalne vernakularne zajednice. Prema Ernestu Gellneru (1983), kultura je odraz društvene strukture, ali ne uvijek na isti način. U tradicionalnim agrarnim društvima politički se entiteti sastoje od mnogobrojnih seoskih zajednica koji čine kontinuirani ili diskontinuirani niz kulturalnih različitosti omeđenih najčešće različitim vernakularima. Industrijsko društvo, s druge strane, ukida pripisane statuse karakteristične za agrarno društvo i uvodi dominaciju stečenih statusa koji se dodjeljuju meritokratski. Sociološki rečeno, stratifikacijski način organizacije društva zamjenjuje se načelom funkcionalne diferencijacije. Ovakvo društvo zahtijeva pokretljivog pojedinca koji mora biti sposoban mijenjati profesije tj. uloge u podjeli rada na tržištu, a to je moguće samo ako postoji opće obrazovanje koje pružaju specijalizirane obrazovne institucije, a koje će osim specijaliziranog tehničkog znanja učiti i zajedničkom komunikacijskom standardu. Vertikalna i horizontalna kulturalna različitost koja je u tradicionalnom agrarnom društvu funkcionalna u industrijskom društvu mora biti napuštena u ime opće, standardizirane kulture. Modernistički teoretičari također često naglašavaju i element izmišljanja tradicija tj. stvaranja nacionalnih mitova s ciljem stvaranja osjećaja povijesnog kontinuiteta i zajedničke sudbine. Drukčije rečeno, odnos između kulturnog i političkog identiteta za moderniste je vrlo proizvoljan i ponekad uključuje aktivan zahvat, reinterpretaciju, a ponekad i manipulaciju kulturnim simbolima s ciljem stvaranja osjećaja pripadnosti nekom političkom entitetu odnosno naciji. Nasuprot primordijalistima, modernisti tvrde da:

[566] U svojoj, danas često evociranoj, izjavi jedan od inicijatora europskog projekta Jean Monnet rekao je da bi, ako bi opet mogao početi iznova, počeo s kulturom.

"…nacionalizam nije buđenje i potvrđivanje ovih mitskih, navodno prirodnih i zadanih jedinica. On je, nasuprot tome, kristalizacija novih jedinica, pogodnih za novonastale uvjete, iako kao svoj sirovi materijal koristi kulturno, povijesno i druga nasljeđa iz pred-nacionalističkog svijeta." (Gellner, 1983: 49).

Primordijalistički teoretičari uglavnom ne negiraju da nacije predstavljaju moderni fenomen, ali i ističu da stvaranje nacije nije potpuno proizvoljan projekt, nego se naslanja na već postojeće kroz povijest nataložene identitete. Dakle, nacija se uvijek oslanja na etnicitet, na spremište mitova, legendi, običaja i sl., koji njenim pripadnicima, unatoč izmjeni niza generacija, daju osjećaj kontinuiteta i trajanja kroz povijest.

Kako je rečeno, u početcima teorije nacija smatralo se da su građanske nacije utemeljene na horizontalnoj, teritorijalnoj povezanosti i pravnoj jednakosti ljudi koji se tako konstituiraju kao građani. Etničke su nacije, suprotno tome, karakterizirane etničkom homogenošću koja se uzima kao idealno stanje stvari. Država u njima nije proizvod i sluga građana, nego povijesno promjenjiva politička forma čija je uloga promicanje etnije. Sažeto rečeno, etnička nacija je zajednica krvi, nasuprot građanskoj naciji kao zajednici koju ujedinjuju politička pripadnost i politička načela. Oni teoretičari koji su razliku između etničkih i građanskih nacija smatrali ključnom, obično su upućivali na dvije države – Francusku i Njemačku – i različite povijesne okolnosti formiranja njihovih nacionalnih identiteta. Rogers Brubaker tako tvrdi da je različitost francuskog i njemačkog nacionalizma rezultat povezanosti ili nepovezanosti sa državnošću, odnosno činjenice da se u Francuskoj nacionalizam pojavio nakon formiranja države, a u Njemačkoj prije nastanka države:

"U Njemačkoj 'zamišljeni poredak' ili 'zamišljena zajednica' nacionalnosti i institucionalne realnosti državnosti bile su oštro odvojene; u Francuskoj su bile fuzionirane" (Brubaker, 1992: 4).

Helmut Plessner njemačku je naciju proglasio "zakašnjelom" i to popratio složenom povijesnom analizom uzroka te njemačke različitosti. Tako je, prema njemu, na njemačku skeptičnost prema ideji političkog humanizma vrlo važnu ulogu odigrala promjena konstelacije svjetske političke i ekonomske moći krajem 19. stoljeća. Tada neeuropske zemlje preuzimaju želju za tehnološkim napretkom i industrijalizacijom i pojavljuju se kao oponenti europskoj moći, ali to je kopiranje sredstva a ne cilja, jer specifičan etos koji stoji iza znanstvene spoznaje tim zemljama ostaje potpuno stran. Ili kako to Plessner ističe, "da bi se gradio automobil ne treba u sebi imati humanističku tradiciju, ne treba biti Faust niti razumjeti Fausta" (Plessner, 1997: 33). Ovo osporavanje europske moći i uzdrmavanje europske samosvijesti "zakašnjelu" njemačku naciju je učinilo skeptičnom prema dostignuća europskog duha i europske liberalne demokracije utemeljene na ljudskim pravima. Politička zajednica se morala utemeljiti na nečemu drugom, na ideji *Volka* (Plessner, 1997: 53).

No, da bi se pokazala netočnost takvih manihejskih distinkcija dovoljno je pogledati upravo onu zemlju koja se ističe kao model građanske nacije – Francusku. Nakon Francuske revolucije Francuzi (tj. "Treći stalež") konstituirali su se kao nacija u modernom smislu te riječi, i to upravo u skladu sa spomenutim građanskim modelom. No, već kad je novi poredak počeo biti ugrožavan, La Nation se počinje promišljati na drukčiji način i postaje "… La Patrie, u smislu partikularne suverene domovine koja se natječe sa drugim takvim *patries*. Time je, kako se ispostavilo sa *levée en masse* 1793., univerzalno pravo glasa značilo također i univerzalnu vojnu službu." (Malia, 1997: 5). Francuska je nacija unatoč proklamiranom načelu o utemeljenju demokracije u izravnom odnosu između pojedinca i države od početka bila nacija sa etničkom jezgrom koju je činio francuski jezik i formativna politička mitologija, nacija s dominantnom etnijom. Tako se od imigranata, u zamjenu za stjecanje prava državljanstva, uvijek očekivalo da napuste svoje etničke korijene i postanu "samo i jedino" građani, no to je u stvari značilo tek zamjenu jednog etničkog identiteta za drugi (imigrantskog za francuski). Francuzi su uvijek gajili odbojnost prema npr. američkim, pluralističkim koncepcijama etniciteta koji je u njima izazivao strah od etničkog separatizma, štoviše i sam pojam etniciteta stekao je pravo akademskog građanstva puno kasnije nego u drugim zemljama, tek početkom devedesetih godina prošlog stoljeća (Poutignat i Streiff-Fenart, 1997).

Nacionalizam apstraktni politički okvir koji na unutarnjem planu govori o demokratskoj konstituciji vlasti, pravima o obvezama građana, jednakosti pred zakonom i sl., a na vanjskom planu o jednakosti nacionalnih država i uređenju međunarodnog poretka na nacionalnim principima, uvijek dopunjava konkretnim kulturnim sadržajem koji je specifičan baš za određenu naciju. Takvo kulturološko "podebljavanje" apstraktnih načela ne pokazuje se samo u povijesti i sadašnjoj praksi koja previše ne razlikuje građanske od etničkih nacija i pripadajućih vrsta nacionalizma. Ako se nacija definira kroz spomenuta načela bez pozivanja na neku vrstu kulturalne bliskosti i zajedničkog identiteta, tada se postavlja pitanje zašto se granice između dvije nacije nalaze baš na nekom određenom području i zbog čega se te dvije nacije ne bi fuzionirale u jednu, ako to pripomaže ostvarenju onih liberalnih načela koja bi trebala biti u pozadini konstituiranja građanskih nacija? Zbog čega bi pojedinac trebao biti solidaran sa pripadnicima svoje nacije i zbog čega bi se dužnosti koje ima prema njima trebale razlikovati od dužnosti koje ima prema ljudima kao takvim tj. prema svim pripadnicima ljudskog roda? Dovođenje liberalnih načela koja stvaraju građanske nacije do krajnjih logičkih granica povlači za sobom neki oblik svjetske države i kozmopolitskog identiteta. Ako nas uz pripadnike vlastite nacije vežu samo činjenice življenja na istom teritoriju i potpadanja pod iste ustavne okvire, zakone i vlast, zbog čega bi takav oblik pripadanja bio ograničen na tako uske okvire? Zbog čega se ne bi širio do nekog oblika univerzalizma? Analogno tome, zbog čega bi nas puka činjenica obitavanja na istom teritoriju trebala vezivati

uz druge ljude koja su naši sunarodnjaci. Ako ta veza postaje tako slučajna iz nje je teško izvući moralne imperative, teško je iz nje izvesti obvezu solidarnosti. Stoga definiranje nacionalne pripadnosti na taj način nužno poništava samog sebe i dovodi do kozmopolitizma. Iz tih razloga čiste građanske nacije nikad nisu postojale. Kulturološka dopuna nacionalnog identiteta nije služila samo opravdavanju isključivanja drugih (primjerice imigranata) ili vođenja agresivnih ratova, nego je bila nužna za stvaranje veza između građana koje bi ih trebale potaknuti na suradnju, povjerenje i solidarnost.

3. ZAŠTO JE IDENTITET VAŽAN?

Zbog čega je identitet važan dio bilo koje političke zajednice koja želi osigurati vlastitu stabilnost i trajnost? U odgovoru na to pitanje krenimo naizgled zaobilaznim putem i objasnimo dvije osnovne strukture na kojima se grade etičke teorije: etički univerzalizam i etički partikularizam. Etički univerzalizam nam "daje određenu sliku o tome što etika jeste, kao njene elemente određuje pojedince s njihovim generičkim ljudskim sposobnostima, koji se u tu svrhu shvaćaju kao odvojeni od odnosa sa drugim pojedincima" (Miller, 1995: 50). Ovakva je etička struktura univerzalne naravi jer se kao moralno relevantne ljudske sposobnosti određuju one ljudske značajke koje ljudi općenito posjeduju kao ljudi, a ne kao pripadnici određene profesionalne, spolne, rasne, etničke…grupe. Stoga se, prema univerzalistima, kod donošenja etičkih odluka u obzir moraju uzimati samo generičke ljudske karakteristike, a ne druge, vanjske i slučajne, moralno nerelevantne karakteristike. Tako etički princip koji zabranjuje krađu važi općenito, primjerice zato jer njegovim nepoštivanjem narušavamo dostojanstvo drugih ljudi, uzimamo im ono što su zaslužili kao svoje vlasništvo ili im otežavamo ostvarivanje životnih projekata; taj princip se u univerzalističkoj perspektivi ne može ograničiti na zabranu krađe od vlastitih srodnika, prijatelja, itd. Etički nam partikularizam nudi drukčiju sliku moralnog univerzuma. U njemu su "subjekti već određeni sa raznolikim vezama i obvezama sa određenim drugim subjektima, ili grupama i kolektivitetima, i počinju svoje moralno ponašanje uzimajući u obzir ove obveze" (Miller, 1995: 50). Etički partikularist može djelovati nepristrano ako svoje moralne vrijednosti u praksi realizira ovisno o kontekstu (recimo u ovisnosti o tome duguje li nekoj društvenoj grupi manju ili veću lojalnost), ali neovisno o tome radi li se o ovom ili onom pripadniku neke društvene grupe (npr. jednom ili drugom vlastitom djetetu) i neovisno o tome pričinjava li mu to moralno djelovanje neugodnost, štetu i sl. Osnovni je prigovor koji partikularisti upućuju univerzalistima nerealistična slika moralnih subjekata. Kao što smo vidjeli, etički univerzalisti odvajaju osobu kao moralnog subjekta od osobe kao nosioca vlastitog partikularnog identiteta. Legitimni razlozi našeg moralnog djelovanja ne smiju biti vlastita korist, strah od neodobravanja ili izopćavanja od strane neke društvene grupe i sl. Time etički univerzalisti isključivanjem iz etičkog obzora bogatog osobnog i društvenog identiteta te "prizemnih" motiva stvaraju nerealističnu sliku svakodnevnog moralnog djelovanja. Stoga će svaka politička teorija, kao i konkretna politička zajednica, morati uvažiti činjenicu da čovjek svoje etičko rasuđivanje uvijek počinje polazeći od vlastitih emocija i interesa, te postupno pomoću mehanizma suosjećanja u svoj etički videokrug uključuje i druge ljude i njihove želje. Međutim, taj videokrug će uvijek ostati podijeljen na diskretne dijelove u kojima se nalazi ljudi prema kojima osjećamo moralne dužnosti različite snage, tj. osjećamo različit stupanj suosjećanja.

Prema Charlesu Tayloru (2003), demokratske političke revolucije koje su političku vlast oduzeli monarsima i drugim hereditarnim vladarima izmislile su i novi oblik kolektivnog političkog subjekta – narod. Narod u novom demokratskom kontekstu postaje politički djelatan odnosno postaje skupinom ljudi koja vlada i to upravo nad samom sobom. Zašto takva redefinicija povlači i pitanje društvene kohezivnosti i homogenosti te identiteta? Taylor izdvaja dvije skupine razloga; jedan je priroda demokratskog (većinskog) odlučivanja, a drugi pitanje i uloga povjerenja u demokratskom društvu i državi.

Demokratsko odlučivanje se zasniva na pravilu većine, zahtijevati nešto više (potpuni konsenzus) najčešće znači to odlučivanje pretvoriti u dugotrajan i mukotrpan proces koji demokraciju čini neučinkovitom. Pravilo većine je legitimno i funkcionira sve dok grupa ljudi koja donosi odluke, tj. čija se volja provodi, nije uvijek jedna te ista. Međutim, ako u populaciji postoje značajne razlike oko fundamentalnih vrijednosti na kojima se zasniva politička zajednica te ako većinska zajednica koristi pravilo većinskog odlučivanja, tada opstanak zajedničkog demokratskog projekta dolazi u pitanje. Što može spriječiti, primjerice, neku trajno nadglasanu manjinsku etničku skupinu da napusti demokratski politički projekt i vrati se pod zaštitu nedemokratskog vladara koji će garantirati reprezentaciju njihovih vrijednosti i interesa? Ili, što može spriječiti tu istu etničku skupinu da demokraciju pokuša ostvariti unutar vlastite samostalne države?

Drugi je razlog zbog kojeg demokratska država zahtijeva homogenost i kohezivnost pitanje povjerenja i njegove uloge u funkcioniranju demokratskog društva. Kod tzv. javnih dobara pojedinca nije moguće isključiti iz njihove upotrebe čak iako on izbjegava dati svoj doprinos kod njihovog pribavljanja. Za pojedinca je kod takvih dobara strogo govoreći racionalnije uživati u njihovoj korisnosti, a izbjegavati snošenje troškova koji su nužni za njihovo pribavljanje. Tu, naravno, najčešće uskače država koristeći svoju moć prinude (npr. naplatom poreza), no učinkovitost takve intervencije često je ograničena što pokazuju mnogobrojni primjeri kronične porezne nedisciplne u mnogim državama. Puno je bolje i efikasnije da pojedinac pridonosi

pribavljanju javnih dobara zato što misli da je to ispravno po sebi i da će to učiniti i drugi građani nego zbog straha od zakonskog sankcioniranja.

U kontekstu osnovne teme ovoga rada gore navedena razmatranja upućuju na ključnu važnost zajedničkog europkog identiteta u kontekstu stabilnosti tako duboke gospodarske i političke integracije kao što je Europska unija. Naime, ovakva integracija može biti stabilna samo ako uspije osigurati zajednički identitet koji će poslužiti kao osnovica društvene solidarnosti i pružiti legitimitet pomalo otuđenim europskim institucijama i političarima. No, postavlja se pitanje kakav bi ovaj identitet trebao biti i kakav uopće može biti. Valeria Camia (2010) sve teorijsko-praktične projekte stvaranja europskog identiteta dijeli u tri kategorije: identitet zasnovan na nasljeđu, identitet zasnovan na kozmopolitizmu i identitet zasnovan na ustavnom domoljublju. Prva vrsta projekata zasniva se na nekom obliku zajedničkog europskog kulturnog nasljeđa tj. postojanje nekog zajedničkog europskog kulturnog sklopa (europska kultura ili civilizacija) koji nadsvođuje i nadopunjuje pojedinačne nacionalne kulture. Identitet zasnovan na kozmopolitizmu trebao bi nastati kao posljedica kozmopolitskog proširenja demokracije koja više ne može učinkovito funkcionirati u okvirima nacionalnih država. Identitet zasnovan na ustavnom domoljublju nastaje kao posljedica lojalnosti zajedničkim ustavno-pravnim načelima. Prema dosad izloženim spoznajama iz teorija nacija i nacionalnog identiteta te povijesnim iskustvima, čini nam se da druge dvije vrste identiteta/projekata teško da mogu poslužiti kao osnovica identiteta koji može poslužiti za stabilizaciju gospodarske i političke unije. No, da bi to uopće bilo moguće potrebno je zajedničko europsko javno mnijenje, komunikacijska zajednica koja proizlazi iz postojanja zajedničkog europskog medijskog prostora. S druge strane, projekt zasnovan na zajedničkom nasljeđu mora biti oslonjen na široko prihvaćenu ideju postojanja zajedničke europske kulture i zajedničkih povijesnih veza koje drže jednu zajednicu skupa. U sljedećim ćemo poglavljima kroz analizu europskog medijskog prostora i europske kulturne politike pokušati utvrditi jesu li takvi projekti dosta realno i ostvarivi.

4. MEDIJI I IDENTITET: POSTOJI LI EUROPSKI MEDIJSKI PROSTOR?

Prema Benedictu Andersonu nacionalizam je donio drukčiju sliku svijeta, prije svega korjenito drukčije shvaćanje vremena (Anderson, 1990: 30-42). U srednjovjekovlju su kozmologija i povijesno proticanje vremena i događaji u njemu bili jedno te isto. Prošlost, sadašnjost i budućnost su bili simultani jer su već bili ujedinjeni u božjoj providnosti pa se tako ni vrijeme nije poimalo kao niz uzroka i posljedica koji donose nešto novo i nepredvidivo u budućnosti. Za modernost je karakteristična horizontalna istovremenost, putovanje ljudskog roda kroz "homogeno, prazno vrijeme". Takvo poimanje vremena je presudno za zamišljanje nacije jer se ona poima upravo kao zajednica ljudi koji *istovremeno* putuju kroz vrijeme. Takvo shvaćanje vremena Anderson vidi i u strukturi suvremenog romana. Životi njihovih likova se ne moraju preplitati u potpunosti i oni se ne moraju poznavati, ali se uvijek pretpostavlja da se kreću u istom društvenom (nacionalnom) prostoru i da se njihovi životi odvijaju simultano. Slična je stvar i s novinama, drugim medijem zamišljanja nacije. Pripadnik nacije čitajući jutarnje novine sudjeluje u ritualu kojeg dijeli sa mnogim drugim anonimnim ljudima, i on je toga svjestan. Zna da drugi čitači novina postoje, mada ne zna puno o njihovom životu i identitetu.

Većina današnjih društava nije karakterizirana samo svakodnevnim osobnim kontaktima njenih članova, nego se oslanja na različite tehnologije proizvodnje identiteta koje moraju transcendirati geografsku i socijalnu udaljenost koja neizbježno dijeli ljude koji bi trebali usvojiti određeni tip identifikacije. Moderna komunikacijska dostignuća, a posebno mediji, omogućili su globalnu vrstu jedinstva koja pruža nove načine zamišljanja kako vlastitih nacija, tako i same Europe. Zato nije ni čudno da mnogi analitičari tvrde da je identitet postao vrsta potrošnje, da se pakira i distribuira prema tržišnim kriterijima gdje mediji rutinski prezentiraju oblike života kojima svi trebaju težiti (Tomić-Koludrović i Knežević, 2004). Mediji, kao najmoćnije sredstvo širenja i primanja informacija i ideja, prije svega zabavljaju i uvjeravaju, a sve manje informiraju i obrazuju, što znači i prenose neko kulturno nasljeđe i društvene vrijednosti. Vođeni neselektivnim i senzacionalističkim izvještavanjem mediji rade tzv. „primarnu interpretaciju stvarne stvarnosti“ (Kurtić, 2006). Svakodnevno se odvija mnoštvo događaja koji konkuriraju da postanu masmedijska informacija. Neki od njih objektivno mogu utjecati na promjene u kvaliteti života pojedinaca pa će se o njima javno raspravljati, a neke teme, bez obzira na svoju objektivnu važnost, bit će zapostavljene, što zbog novinarske rutine posla, što zbog pritisaka aktualnosti i brzine, a što zbog raznih utjecaja (političkih, ekonomskih, odnosa s javnošću itd.) na kreiranje medijske agende. Izdvajajući samo određene empirijske činjenice iz mnoštva i određene događaje o kojima će izvještavati, masovni mediji stvaraju posebnu stvarnost koju komunikolozi nazivaju medija stvarnost (Kurtić, 2006). U tom smislu, mediji prepušteni djelovanju samo globalnih trendova i tržišta malo toga mogu učiniti u kreiranju nekog šireg nadnacionalnog identiteta. Proces unifikacije životnih stilova koje nameću mediji odvija se kod građana na svjesnoj razini jer oni znaju da su mediji koje prate i koji stvaraju potroščke preferencije isti oni mediji koji identičnu funkciju obavljaju i kod pripadnika drugih europskih nacija.

Kako je i kulturna dimenzija europskog ujedinjenja zadobila status važne teme u cilju stvaranja zajedničkog europskog kulturnog i/ili političkog identiteta, postavlja se pitanje namjerava li EU unificirati medijske sadržaje odnosno može li kreirati jedinstveni medijski sustav, a na koncu i europsko javno mnijenje. Poznato je da pojam

javnog mnijenja nije moguć bez medija, odnosno mediji su po definiciji nužnost jer se javno mnijenje definira kao javno izneseni stavovi i mišljenja.

Iako postoje različiti jezici, za nacionalne kulturne norme koje utječu na izbor medijskih sadržaja od građana, kako Rooke predlaže, ujedinjavajući proces predstavlja, ako ništa drugo, onda očigledna ekonomska logika medija „kojom se umanjuju razlike unutar EU, čak i ako se to odvija evolucijskim, a ne revolucionarnim tempom“ (Rooke, 2011: 104). Dakle, u slučaju medijske regulacije možemo govoriti o strukturalnoj regulaciji, koja se odnosi na upravo iznesene mogućnosti kontrole EU, te o sadržajnoj regulaciji u medijima u kojoj se ogleda tendencija EU da kroz europski medijski sustav kreira i europsko društvo, a gdje se onda postavlja i pitanje identiteta. Europa svakako razmišlja o europskoj javnoj sferi i europskom identitetu. Sadržajnu regulaciju neki analitičari i teoretičari smatraju „široko nametnutom ili zbog odstranjivanja sadržaja koji se smatra štetnim ili nepoželjnim, ili s pogledom na povećanje spektra glasova i mišljenja sadržanih u medijima (Psychogiopoulou i Anagnostou, 2012: 9). Kod medijskog sadržaja svjesni smo da postoje značajne razlike u europskim zemljama koje se odnose na to što se čita i gleda te kada, što se cijeni, kojim se vijestima i medijima vjeruje i zašto, kako doživljavamo svijet oko sebe i kako to sve interpretiramo. A naposljetku, koje su onda mogućnosti i opravdanosti unificiranja regulatornog aparata (odabirom jedinstvenih ciljeva i primjenom istih principa i sredstava na sve nacionalne politike i medijske sustave)? Zbog očuvanja slobode, važno je ne koncentrirati preveliku moć nad komunikacijama u samo jednom tijelu te se stoga moraju uvijek imati izuzetci i alternativne rute. EU ne stvara zakone koji će direktno biti nadređeni nacionalnim zakonima jer to nije u duhu Europe, već se takav način regulacije može nazivati stvaranje europskih standarda u području medija. Hoće li ta politika biti jedinstvena s obzirom na različite modele medijskih sustava i načine njihove regulacije koji su prisutni u europskom medijskom krajoliku i kako će se unificirati politike u članicama EU, jednim dijelom je odgovoreno kroz instrumente za regulaciju politika, a to su zakoni, direktive, preoporuke i mišljenja itd., što sve zajedno čini minimum konsenzusa, odnosno minimum zajedničke prakse. Direktive, posebice one koje se tiču tržišta, danas su sve direktnije i sve više obvezujuće. Vezano za medijsku industriju, direktive su obvezujuće, ali postavljene su kao uvjet da se pojedine medijske industrije uključe u europsko tržište. Sažimajući navedeno, možemo reći da je regulacija europskog medijskog tržišta politička (svjesno pristajanje država članica na uvjete iz pretpristupnih ugovora kojima se ovo područje regulira (Poglavlju 10. pregovora pod nazivom Informacijsko društvo i mediji te kroz primjerice Direktivu Televizija bez granica, Europsku konvenciju o prekograničnoj televiziji), ekonomska (zajednica i počiva na prije svega ekonomskom interesu, nastala je kao čin kreiranja jedinstvenog ekonomskog tržišta), ali i kulturna (gledajući iz perspektive medijske proizvodnje sadržaja i medijski posredovanog kreiranja kulturnih vrijednosti u cilju stvaranja zajedničkog identiteta, ali prije svega zajedničkog europskog javnog mnijenja).

Kako bismo ukazali na sadržajni aspekt regulacije europske medijske politike, a s ciljem utjecaja na formiranje europskih kulturnih vrijednosti i stvaranja europskog javnog mnijenja, te ukazali na Rookevu postavku o „izrazito europskom procesu“, pružit ćemo kratki pregled regulatornog djelovanja EU u tom području. EU je svjesna prevladavajućeg utjecaja nacionalnih i lokalnih mainstream medija u pogledu informiranja, zabave, ali i obrazovanja građana, odnosno svjesna je prevlasti nacionalnih, regionalnih i jezičnih razlika u konzumaciji medijskih sadržaja. Stoga se u središtu europskih medijskih politika nalazi upravo raznolikost i pluralizam. Iako je EU u tom smislu pokrenula i niz projekata kao što su europski mediji poput Euronewsa (europske televizije) te TV Liberty-a (informativnog projekta EU), vlastiti mediji nisu prioritet nastojanja EU za stvaranje europskog javnog mnijenja jer oni nikada neće imati toliku publiku kao nacionalni mediji. Može se reći da EU ne teži tome da ima vlastite medije, već se njezino pokrivanje europskog komunikacijskog prostora zasniva na suradnji s nacionalnim postajama. To je s jedne strane vidljivo u Bijeloj knjizi o europskoj komunikacijskoj politici u kojoj Europska komisija uočava tri ključna problema u pogledu komunikacijske politike. Prije svega uočavaju jaz između europskih institucija i građana (Europska komisija, 2013). Jaz je vidljiv jer se Europa doživljava samo unutar nacionalnih političkih institucija i nacionalnih medija. Naglašavaju „da je 'javna sfera' unutar koje se događa politički život Europe u najvećoj je mjeri nacionalna sfera“ te da su „mediji i dalje uglavnom nacionalnog karaktera“ (Europska komisija, 1013). Drugi problem koji se ističe vezan je za konstituiranje odnosno stvaranje europske javne sfere gdje će se raspravljati o dnevnom redu svih europskih institucija. U tom pogledu napominju da se građani osjećaju distancirani, jer se odluke donose na europskoj razini, a ne postoji adekvatan razvoj "europske javne sfere" gdje bi se mogla voditi europska debata (Europska komisija, 2013). Treći problem kojeg aktualizira je pitanje europskog identiteta, a kada govorimo o identitetu, govorimo o vrijednostima. U tom segmentu naglašavaju da „Europa treba dobiti ljudsko lice“. Ljudi često gledaju na Europsku uniju kao na nešto "bezlično"; ona nema jasan javni identitet. Građanima treba pomoći kako bi uspostavili veze s Europom, a političke informacije imaju veći učinak kada ih se postavi u okvire "ljudskih interesa", jer to omogućava građanima da lakše shvate zašto je nešto bitno za njih osobno. S druge strane, nastojanja u pogledu suradnje s nacionalnim medijima vidljiva su u instrumentima medijske politike. Njih dijelimo na primarnu legislativu koju čine pravila sadržana u Sporazumu o Europskoj zajednici po kome EU ima mogućnost direktnog nametanja svojim članicama zakona i politika vezanih za ekonomske aspekte emitiranja, a u cilju očuvanja slobodne lojalne tržišne konkurencije u televizijskoj industriji te sekundarnu legislativu koju

čine pravni instrumenti kojima se nastoje uspostaviti zajednički standardi. Unifikacija rada medija sa sadržajnog aspekta ogleda se prvenstveno u sekundarnoj legislativi, u instrumentima kao što su Direktiva o Televiziji bez granica[567] (dalje u tekstu Direktiva) i Europskoj konvenciji o prekograničnoj televiziji[568] (dalje u tekstu Konvencija). Riječ je o dva glavna instrumenta kojima se reguliraju sadržaji televizijskog emitiranja u europskim okvirima odnosno o uputama za nacionalne države koje to onda same reguliraju na svom teritoriju kroz pravilnike i zakone. Dakle, EU njima nudi minimalne standarde koje moraju osigurati u sadržajima televizija koje emitiraju unutar nacionalnih granica. Time se osigurava zaštita nekih osnovnih vrijednosti koje su u velikoj mjeri stvar pripadanja civilizaciji, a ne samo stvar pripadanja određenoj naciji. Odgovor na pitanje zašto se europske institucije umrežavaju i vide prostor u suradnji s nacionalnim medijima prije svega se nalazi u tome ove institucije nastoje stvoriti jednu europsku komunikacijsku zajednicu, gdje će različitosti onih koji ju čine moći biti komunicirane, a taj prostor koji se gradi to treba i omogućiti. Druga odlika tih nastojanja je način realizacije. Kao što Direktiva i Konvencija nalažu, riječ je o uputama koje nacionalna regulativa treba usvojiti kako bi europske ideje bile zaštićene. Tako se osiguravaju europske vrijednosti koje su artikulirane kao granice koje se ne smiju prekoračiti. Definira se ne što se smije, već što se ne smije poticati i događati u okviru tih programa bez obzira je li riječ o javnim ili komercijalnim servisima. Jedan od osnovnih uvjeta sadržan u Članku 3b Direktive kojim se osigurava da se u programima televizija članica EU ne smije poticati na mržnju na rasnoj, spolnoj, vjerskoj ili nacionalnoj osnovi[569] govori o kulturološkoj stečevini i zato je izrađena i izrečena kao prirodna prava čovjeka. Odnosno, kada govorimo o kulturnim vrijednostima i pripadanju određenoj kulturi to podrazumijeva određeni sustav vrijednosti koji je institucionaliziran. Ideja EU ide u tom smjeru, što se vidi i u samoj Direktivi koja jasno pocrtava da je Europa nešto kulturološki posebno, i da se razlikuje od američke civilizacije te naglašava potrebu stvaranja jedne europske zajednice zajedničkih vrijednosti. Jedan od načina za to je i politika kvota – udjela sadržaja europske produkcije u nacionalnim medijima gdje EU državama članicama propisuje obvezu rezerviranja barem polovice vremena na televizijskim programima za emitiranje filmova i programa snimljenih u EU. U hrvatskim okvirima to je regulirano Zakonom o elektroničkim medijima (Narodne novine 153/2009) i Pravilnikom o kriterijima i načinu povećanja opsega udjela europskih audiovizualnih djela neovisnih proizvođača (NN043/2010) te Pravilnikom o kriterijima i načinu povećanja opsega udjela europskih djela (NN043/2010) po kojima u našim medijima taj udio u početnim fazama iznosi 20% za europska djela s potrebnom tendencijom rasta na većinski udio i 10 % za nezavisnu produkciju. Kod kvota je cilj da se zaštite kulturne vrijednosti, europske kulturne vrijednosti, dok je kod nezavisnih producenata riječ o poticanju raznolikosti jer se kod njih očekuju inovacije (tematske, žanrovske itd.). Tu je vidljiva europska ideja, a to je da se zaštite elementarne vrijednosti i zadrži vlastita kulturna raznolikost (uz jednu protutežu definiranu kao američka kultura), a kako bi se građani istovremeno osjećali i da su pripadnici određene nacije, ali ujedno i Europljani. Smisao Direktive i Konvencije je stvaranje uvjeta za neometano prekogranično emitiranje programa koje neće ugrožavati osnovne elemente europskog identiteta i kulture, a istodobno neće ograničavati nacionalne identitete.

5. EUROPSKA KULTURA I EUROPSKA KULTURNA POLITIKA

Pitanje kulture i zajedničkog europskog kulturnog identiteta počelo se intenzivnije postavljati početkom osamdesetih godina prošlog stoljeća što je i rezultiralo s dvama važnim dokumentima, Tindemanovim Izvještajem o Europskoj uniji i Svečanom deklaracijom o Europskoj uniji koju je donijelo Europsko vijeće na sastanku u Stuttgartu. U njima se predlaže proširenje europske suradnje i na kulturno polje s ciljem podizanja svijesti o zajedničkom kulturnom identitetu.

Europska unija, svjesna svoje kulturne raznolikosti, djeluje u smjeru zaštite kulturnih osobitosti svojih članica, kao i na produbljivanju suodnosa i dostupnosti tih kultura. Europske kulturne i kreativne industrije važan su čimbenik u tim nastojanjima. U njima djeluje preko osam milijuna ljudi, a Europska unija ih podupire nastojeći ujediniti kulturno tržište i nove tehnologije. Nastoji se, također, stvarati dinamično okruženje tim industrijama potičući jednostavnije ulaze u različite fondove, pomažući u istraživačkim projektima, potičući suradnju među članicama Europske unije kao i suradnju država članica s državama koje nisu još članice. Kulturna je politika bitna sastavnica i drugih područja interesa, primjerice: obrazovanje, znanstvenih istraživanja, novih tehnologija, društvenog i regionalnog razvoja.

Trenutno je na snazi kulturni program djelovanja za razdoblje od 2007. do 2013. s ukupnim proračunom od 400 milijuna eura. Ciljevi su mu: promicanje transnacionalne mobilnosti kulturnih djelatnika kao i kulturno umjetničkih djela i proizvoda te promicanje međukulturnog dijaloga. Ta tri prioriteta okosnica su svakog

[567] Direktiva 2007/65/EZ Europskoga parlamenta i Vijeća od 11. prosinca 2007.
[568] European Convention on Transfrontier Television CETS No.: 171
[569] Europski parlament i Vijeće Europske unije, „Direktiva 2007/65/EZ od 11. prosinca 2007. kojom se izmjenjuje i dopunjuje Direktiva Vijeća 89/552/EEZ o usklađivanju određenih odredbi propisanih zakonom, uredbom ili upravnim postupkom u državama članicama vezano uz obavljanje aktivnosti televizijskog emitiranja“, http://www.mvep.hr/pre/default.aspx?p=06.20.20.50 (18. siječnja 2013.)

projekta koji je sufinanciran sredstvima programa EU Kultura. Program je u nadležnosti Opće uprave za obrazovanje i kulturu Europske komisije, a njime se se osigurava potpora projektima, organizacijama, promotivnim aktivnostima i istraživanju u svim područjima kulture osim u audiovizualnom sektoru za koji je oblikovan poseban program Unije pod nazivom MEDIA. Novi program EU *Kreativna Europa*[570] za razdoblje od 2014. do 2020. poduprijet će europsku kinematografiju te kulturni i kreativni sektor s ciljem njihovog doprinosa održivom rastu i zapošljavanju. Predloženi je proračun 1.8 milijardi eura što je ujedno i najveća svjetska potpora za kulturne i kreativne industrije. Potpora će uključiti tisuće umjetnika, kulturnih profesionalaca i organizacija u izvedbenim i ostalim umjetnostima, oglašavanju, filmu, televiziji, glazbi, interdisciplinarnim umjetnostima, baštini i industriji video igara. *Kreativna Europa* udružit će do sada razdvojene mehanizme potpore u kulturnom i audiovizualnom sektoru u zajednički tzv. 'one stop-shop' otvoren svim kulturnim i kreativnim industrijama, ali će i uz to odgovarati na zasebne potrebe kulturnog i kreativnog sektora preko posebnih programskih aktivnosti, *Kulture* i MEDIA. Uz to će malim kulturnim operaterima biti otvorena i mogućnost financijskog jamstva s ukupnim proračunom od 1 milijarde eura u obliku bankovnih pozajmica. Procjene su *Komisije* da će u razdoblju od 2014. do 2020. godine najmanje 8 000 kulturnih organizacija, 300 000 umjetnika, kulturnih profesionalaca i njihovih proizvoda primiti potporu za prekograničnu suradnju što će im pomoći u stjecanju iskustva i stvaranju međunarodne karijere.

Najreprezentativniji projekt zajedničkog kulturnog djelovanja članica EU svakako je projekt Europske prijestolnice kulture u kojem se svake godine odabire dva grada koji nose titulu europske prijestolnice kulture. Taj naslov daje gradovima jedinstvenu priliku promocije europskog identiteta, razvoja suradnje nacionalnih EU tijela za kulturu i općenito oživljavanja i privlačenja kulturnog života. Iskustva pokazuju dugoročne dobiti za prijestolnice kako u kulturnom tako i u društvenom i gospodarskom području.

No, vidljivo je navedeni programi više za cilj imaju promicanje kulturne (kreativne) industrije, a znatno manje stvaranje europskog kulturnog identiteta. Zbog toga se i pojam europske kulturne politike u najvećoj mjeri može shvatiti kao način promoviranja kulturnog stvaralaštva i kreativnosti i njihove tržišne održivosti.

6. ZAKLJUČAK

Umjesto da budu čimbenik europskog ujedinjenja "zajednička iskustva i tradicije, simboli i vrijednosti, jednostavno su pokazali europsku preklapajuću raznolikost, izoštrili njezine etničke i religijske podjele i dvosmislenosti i otkrile kaleidoskop distinktivnih etnija i kontra-kultura segregiranih manjina, imigranata, stranaca i socijalnih otpadnika" (Smith, 1992:131). Čak i povijest kršćanstva, naizgled idilične europske kulturne matice, otkriva Židove, krvavi sukob reformacije i protureformacije te progonjene heretike svih vrsta. Nadnacionalne kulture, za razliku od ekonomskih i političkih institucija, mogu nastati samo polaganom kulturnom evolucijom koja je plod povijesne kontingencije, a ne brzim elitističkim zahvatom odozgo.

Smatramo dobro utemeljenim stav da nijedna država nikad nije postojala i ne može postojati bez podrške etniciteta, odnosno bez određene kulturalne bliskosti između njezinih stanovnika. U tom smislu, pokušaji promoviranja europske kulture i svijesti o njoj od strane euro-političara iz Bruxellesa logičan su pokušaj da se dostignuti stupanj gospodarske i institucionalne integracije dopuni kulturalnom dimenzijom. Kao što je u 18. i 19. stoljeću nacionalni projekt predstavljao strategiju stvaranja, širenja i konsolidiranja tržišta tako i pokušaj stvaranja europskog predstavlja pokušaj konsolidacije europskog tržišta i sprječavanja država-članica da svoje kratkoročne gubitke pokušaju spriječiti napuštanjem europskog projekta i pozivanjem na solidarnost unutar nacije-države.

Stoga europski identitet ima za svrhu štititi europsku tržišnu integraciju i omogućiti Europi da se upusti u tržišnu bitku sa svojim globalnim suparnicima, primarno Sjedinjenim Državama i Japanom. No i takve nadnacionalne političke tvorevine nalaze se pred istim problemom pred kojim se našla i liberalna demokracija i zbog kojeg je saveznika našla upravo u nacionalizmu. Kao i nacionalna tržišta, i zajedničko je europsko tržište obilježeno obrascima nejednakosti i nejednake raspodjele moći, a ono osim dobitnika nužno stvara i kratkoročne i dugoročne gubitnike što razni nacionalistički političari mogu iskoristiti za stvaranje neraspoloženja prema Uniji, te putem populističke mobilizacije dovesti do usporavanja ili potpunog napuštanje cijelog projekta. Utemeljenje Europe na utilitarnim motivima stoga počiva na staklenim nogama, a usvajanje europskog identiteta bi od Europe trebalo stvoriti zajednicu za koju se može i treba žrtvovati, te raznolike oblike nejednakosti do kojih neizbježno dolazi učiniti politički neškodljivim.

Slabe točke europskog identiteta u odnosu na nacionalni nisu isključivo multijezičnost, multikonfesionalnost ili različito povijesno pamćenje stanovnika Europe. Širenje zajedničkih simbola, povijesnog nasljeđa i sudbine, definiranje europskih granica i diskursa o njihovoj obrani; sve to zahtijeva obrazovni sustav i masovne medije, a sve su to institucije koje još uvijek zadržavaju nacionalni karakter. Upravo su te institucije ključne za jačanje europskog identiteta, dok razni elitistički i pompozno zamišljeni projekti obično ne dopiru do svijesti prosječnog Europljanina. Programi regulacije europskog medijskog prostora i europske kulturne

[570] Europska komisija, Creative Europe, Commission's proposal for a future programme, http://ec.europa.eu/culture/index_en.htm (10. veljače 2013.)

politike ne mogu poslužiti kao osnovica za novi, europski identitet. Iako medijska regulativa potiče svijest o zajedničkoj kulturnoj pripadnosti, multijezičnost Europe čini se kao nezaobilazna prepreka za stvarnje jedinstvenog medijskog prostora i javnog mnijenja. Iako i programi koji su dio europske kulturne politike donekle promoviraju ideju zajedničke europske kulture, njihova je funkcija ipak primarno financijsko-marketinška. Imajući u vidu sve navedene poteškoće koje proizlaze iz duboke europske kulturalne raznolikosti, može se zaključiti da duboka gospodarska i politička integracija još uvijek nije i teško da i može biti praćena dubljom kulturnom integracijom. Stoga se iz svega prikazanom u ovome radu može zaključiti da Europska unija kao zajednica počiva na nestabilnim temeljima..

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ARE COLLECTIVE LEGAL REMEDY MECHANISMS A CUSTOMER TOOL FOR EXERCISING THE RIGHT FOR LEGAL PROTECTION?

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Abstract
In the field of consumer as well as antitrust law consumers often find themselves harmed for small amounts, which they do not invoke before the courts due to procedural barriers. Many legislations do not have a suitable institute for judicial protection of a larger group of people harmed by the same entity, where the damage incurred to an individual is not substantial enough to cover the costs of litigation. Despite substantive regulations, whose purpose is to protect an individual injured party and enable them to obtain compensation for unlawful conduct, these individuals usually do not invoke their rights due to the disproportionately high financial burden connected to the enforcement of such rights, which puts the individual in a disadvantageous position in relation to large economic systems. Therefore individuals should be given a chance to exercise their right to judicial protection in practice as well, when suffering damages due to violations of national or EU regulations, acknowledging their substantive rights. The joining of lawsuits into one collective legal remedy (collective redress or class action lawsuit) would simplify the procedure and decrease the costs. Thus the individuals would get compensation for the damage incurred, while the payment of compensation to a larger number of injured parties and the consequent loss of profit would discourage companies from future unlawful conduct.

Keywords: Collective redress mechanisms, joint enforcement of claims, protection of common interest, class action, injunction, consumer legislation, competition protection legislation.

COMMUNICATION BY BRAND FOR SMALL TOWNS

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Abstract
Within the concept ot the Eventful cities there are attempts to revive cities and to promote multiculturalism through a variety of events. Events are developed to attract large numbers of visitors to see something that is different from the events of the same type in competing cities. Taking on the concept of "city of events" implies a strong promotional activity. The city of Krapina has several attractions that can be exploited in order to impose on the market as a brand. Brand can be developed for everything. Brand identity, brand image, purpose of the brand and market value of the brand are four aspects of each brand. Anholts index brand cities indeks on the example of Krapina points to the untapped potential. Due to extensive changes in the social and political fabric of modern society competitive identity approach is necessary to focus more towards the public. Analysis of data collected by interviews of key stakeholders in the development of the town of Krapina shows a lack of vision.

Keywords: brand, competitive identity, eventful cities, communications, tourism

KEY CONCEPTS OF PERCEPTION OF IDENTITY IN INTERNATIONAL RELATIONS

Dejan Gluvačević

Sažetak
U 21. stoljeću, u digitalno doba, svaka informacija je vrijednost *per se*, uz pomoć koje se može upravljati vlastitim identitetom, odnosno imidžem. Kako bi određena zemlja stvorila što pozitivniji imidž, potrebno je da prije toga jasno odredi vlastiti identitet. Komuniciranje vlastitog identiteta ovisit će o tome kako će druge zemlje percipirati taj identitet i na temelju kojega će stvarati percepciju o određenoj zemlji. One zemlje koje zanemaruju važnost stvaranja pozitivnog identiteta i imidža, bez obzira na posebnosti koje posjeduju, podcjenjivanjem da ojačaju vlastiti ugled rezultira njihovim slabim ugledom koji nema veliki utjeca da sudjeluje u globalnim

procesima. Taj utjecaj se ne odnosi samo na stvaranje pozitivnog imidža koji će određenoj zemlji osigurati da ju ostali percipiraju s divljenjem i uvažavanjem, već toj istoj zemlji osigurava utjecaj i značajnu ulogu po pitanju globalne sigurnosti, financija, politike, gospodarstva, kulture, itd. Svrha rada je prikazati tri ključna koncepta koji "olakšavaju" zemljama da im identitet bude što pozitivnije percipiran na međunarodnoj razini.

Ključne riječi: identitet, imidž, percepcija, međunarodni odnosi, brendiranje

COMPETITION- THE MOST IMPORTANT DIMENSIONS OF MARKET ECONOMY[571]

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Sažetak
Ideja o ujedinjenju europskih zemalja u posebnom savezu Europe ili Sjedinjene države Europe datira još iz srednjeg vijeka . Realizacija ove ideje je tek počela između dva svjetska rata . Francuski ministar vanjskih poslova Briand Arstid u memorandumu upućenom društvu ljudi 1930. predložio je osnivanje Europske unije kao državne zajednice naroda Europe. To je prvi spomen Europske unije u službenom dokumentu. Na kraju Drugog svjetskog rata, politička potreba za stvaranjem Sjedinjenih Država Europe ukazuje u poznatom govoru Winstona Churchilla 19. rujna 1946 u Ženevi. Čini se , međutim , da su odlučujući utjecaj na ideju o ujedinjenju europskih zemalja imali talijanski federalista Altieri Spineli (Altieri Spinelli) i francuski funkcionalista Jean Monne (Jean Monnet). Vrijeme je, međutim, pokazalo da se ujedinjenje europskih naroda i njihovih država može postići samo kroz miran i postupan - funkcionalan način. Vizija mirnog ujedinjenja Europe napokon počinje da se realizira pedesetih godina prošlog stoljeća, potpisivanjem ugovora o stvaranju triju Europskih zajednica. Šest zemalja osnivačica: Belgija, Francuska, Nizozemska, Luksemburg , Italija i Zapadna Njemačka 18. travnja 1951 .god. će potpisati Ugovor o osnivanju Europske zajednice za ugljen i čelik, a šest godina kasnije 27. ožujka 1957.god. Ugovor o osnivanju Europske zajednice za atomsku energiju i Europske ekonomske zajednice. Tijekom proteklih više od 40 godina Europska unija je prešla put do najjače trgovinske sile svijeta i sve značajnijeg političkog faktora u medjunarodnim odnosima. Promatran u vremenskoj dimenziji, dosadašnji razvoj Europske unije se može okvalificirati kao proces zbližavanja europskih država u cilju formiranja regionalne ekonomske integracije, a nakon toga njene transformacije u političku uniju. U biti, Europska unija je došla do stupnja razvoja kada se mora potpuno dokazati ne samo u ekonomskom smislu, što je bilo dovoljno i vrlo uspješno u dosadašnjem razdoblju, već iu političkom smislu i na unutarnjem i na medjunarodnom planu. Nakon što je u nekoliko prethodnih proširenja EU učlanila uglavnom sve razvijenije europske države, na njihova vrata danas kucaju i zemlje Zapadnog Balkana. U razdoblju 1989-1990 . godine zemlje Europskih zajednica su pokušale da pomognu i ohrabre ekonomske i demokratske promjene u zemljama centralne i istočne Europe . Uvodjenjem posebnih trgovinskih mjera EU za Zapadni Balkan, rujna 2000. godine, EU je osigurala jednak i bescarinski pristup za gotovo sve proizvode iz ovih zemalja na tržište EU. Izvoz Zapadnog Balkana u EU značajno je povećan od početka devedesetih godina. Tome su značajno doprinijeli procesi rekonstrukcije, tranzicije ovih zemalja u tržišnu privredu i uvodjenje trgovinskih mjera EU, tako da je EU postala najveći trgovinski partner zemalja regiona. Utjecaj trgovinskih mjera na robnu razmjenu pojedinih zemalja varira, ovisno od strukture njihovog izvoza i prethodno potpisanih trgovinskih sporazuma. Medjutim, da bi u potpunosti iskoristile preferencijalni status na tržištu EU , potrebno je da Balkanske zemlje povećaju konkurentnost proizvoda i ostvare diverzifikovanost proizvodnje . Paralelno s tim , potrebno je unaprijediti trgovinske institucije . Pored toga , potrebno je dalje harmonizirati domaće standarde sa standardima EU . Da bi iskoristile sve potencijale zemlje Zapadnog Balkana moraju privući značajan nivo stranih direktnih investicija i povećati proizvodne kapacitete i produktivnost ali i osigurati usuglašavanje sa standardima proizvodnje u Europskoj uniji. Vlade ovih zemalja moraju podržati strukturne reforme, modernizirati administraciju, posebno osigurati sprovođenje zakona. Zemlje Zapadnog Balkana nalaze se u različitim fazama pridruživanja EU. Republika Srbija ima puno posla na putu približavanja EU. Ključne oblasti su jačanje demokracije, vladavina prava kao i gospodarske reforme. Koraci koji predstoje našoj zemlji na putu ka EU manje - više su slični s onim koje su morale poduzeti zemlje srednje i istočne Europe, tako da njihovo iskustvo može biti od velikog značaja za našu zemlju. Studija o izvedivosti za našu zemlju je odobrena travnja 2005. godine . To je posebno izvješće kojim

[571] This work lays the foundation of competitiveness as factors encourage and finance market economy. This section contains conceptual definition of competition, review the forms and stages of development of competition and competition policy that corresponds to the current stage of economic development of Serbia. We will point to the need for the study of competition as the most important factor improvement stores.

Europska komisija obavještava savjet ministara EU o spremnosti neke države da stupi u odgovarajuće institucionalne veze s Unijom. U izvještaju Komisije pozitivno su ocijenjene političke i ekonomske promjene u Srbiji od 2000. godine. Posebno je istaknuto da je učinjen značajan progres u makroekonomskoj stabilizaciji zemlje. U funkciji integracija, u Srbiji je uradjena studija pod nazivom "Nacionalna strategija Srbije za pridruživanje Europskoj uniji " , koja predstavlja stručnu osnovu za donošenje odluka o procesu integracije u EU. Srbija treba da teži stabilnom demokratskom ustrojstvu osiguranom vladavinom prava, stabilnoj tržišnoj privredi, visokim standardima zaštite ljudskih i manjinskih prava, efikasnoj javnoj upravi i harmonizaciji zakonodavstva s europskim .

Tranzicijskim promjenama Srbija je, kao i ostale zemlje jugoistočne Europe , otvorenija za vanjskotrgovinsku razmjenu i više trguje kako sa zemljama u regiji tako i sa ostatkom svijeta. Ipak, prosječna razina otvorenosti u vanjskotrgovinskoj razmjeni je niska u usporedbi s regijama diljem svijeta, što ukazuje da još uvijek nisu iskorištene sve mogućnosti za povećanje tegovine . Jedan od najznačajnijih stupova za uspješan rast trgovine jeste jasno utemeljena i dinamična politika konkurencije . I sama Europska unija (Kopehagenski kriteriji) inzistira na razvoju konkurencije u Srbiji u funkciji priključivanja ovoj integraciji. U okviru procesa harmonizacije legislative Srbije sa zakonodavstvom Europske unije razmatrali smo i postojeći pravni okvir koji regulira ovu oblast u Europskoj uniji . Medjutim , na svom putu ka Europskoj uniji Srbija dugoročno ne nalazi rješenje u kopiranju važećih zakona u Europskoj uniji . Neophodna je stvarna provedba valjanih zakona kao i tržišna i institucionalna infrastruktura koja će podržati i poštovati ove zakone. Politika konkurencije je ključan gospodarski čimbenik u društveno - ekonomskom razvoju zemlje i njenom približavanju Europskoj uniji .

Ključne riječi: Europska unija, regionalna ekonomska integracija, integracija, politika konkurencije, konkurentno tržište, zakon o konkurenciji, liberalizacija, trgovina, svjetska ekonomija

The European Union is the best and most successful example of regional economic integration that has so far been realized in practice . It is a special type of community to state what its origin is not there . However , although established as a primarily economic integration , her idea from the start was the achievement of a certain degree of political integration of the member states. Serbia after the political changes in October 2000. Highlighted as a strategic priority for accession to the European Union . In the comprehensive process of Serbia's return to the international political and economic integration , the European Union is a key partner and provides the most significant support political and economic reforms. This paper will look at the issue of integration of Serbia into the European Union , with special emphasis on competition policy in Serbia. Crucial role in the construction of modern trade has a highly competitive market . The modern development of the trade sector in Serbia has a chance to market liberalization. In addition, the analysis included the current competition law in Serbia , as well as in the European Union. Specifically, we examined the possibilities and the need for harmonization of domestic competition law to the same law of the EU, in the context of Serbia's aspirations to become a full member of the EU. Commitment to the higher competition in the market Serbia must do the fundamental basis on which to conceive strategies and trade policy in Serbia joining the EU position. Trade is the primary institution of markets and marketing in the European Union is increasingly taking precedence development of manufacturers and key marketing role . Given the growing importance of trade gains more and Serbia needs a comprehensive trade policy that would promote the improvement of the local economy and cooperation with developed countries . In this context it is necessary to Serbia's cooperation with the EU . This cooperation is very important and valuable to Serbia. However , the impression that prevails is that in addition to the assistance that the EU provides , the process of Serbia's integration into the community of European nations depends on the full commitment of the Serbian cause. Increasing competition in the market Serbia will play a crucial role in the long-term development of our economy and its integration into the European and world economy. End of the twentieth century marked the collapse of socialism and definitely enthronement of market economy. The fall of the Berlin Wall in 1989 . Symbolically represents a decline statist system of government and start regrouping of forces both in Europe and in the world . While the more advanced part of the social system in the world intensively deal with the process of globalization , internationalization and modernization of the former communist countries going through transition peroid of their economies in order to build a modern market structure and market institutions and improve their level of economic development. The process of transition countries of the former real socialism aims to turn them into world economy and integration into the world trading system. Accordingly , along with the transition process flows and process of joining the new states to the European Union. The idea of EU enlargement is not new. Former French President Mitterrand 's European integration compared with the construction of the medieval cathedral which lasted for generations : each new time added up to something in its former structure. Recent enlargement of the European Union, which included the countries of South Eastern Europe as well as Bulgaria and Romania gives a whole new dimension and breadth of the whole process of accession to the European Union and at the same time implies a longing and desire for unification of the continent of peace , stability and prosperity . Specific economic moment in which Serbia is , the transition that only makes your significant step as defining a desirable goal that should be the

result of that process . Serbia has expressed a desire to join the EU and all its efforts after the political changes in 2000. directed in that direction. October 2000. former Yugoslavia is included in the stabilization and association process, which represents a new stage in relations between the EU to the Western Balkans[572]. However , membership in the European Union must be met for a famous general conditions for membership that were provided for the candidate countries of Central and Eastern Europe (criteria of Kopehagena ") , as well as the specific conditions laid down for the Western Balkans , ie. "Political conditionality . " Stabilization and Association Process in the Western Balkans to the EU include consideration of the development of trade in the region . The European Union has developed a regional approach towards the Western Balkans , whose leading ideas in the fact that this region can not be expected to improve its relations with the EU if they did not improve economic relations in the region. In addition to intense regional approach , since the transition from a command to a market economy , it was clear that trade liberalization and trade diversion is the central component of the economic policies of each country individually , together with macroeconomic stabilization , price liberalization , privatization and institutional reforms . Thus, the process of adapting Serbia EU standards involves primarily an open and modern market economy, which in turn implies the modern trade. However , the transition of the trade sector of the economy is not at all easy . On the contrary , it is a very complex process which should not be approached closely branch . Trade is the primary institution of markets and marketing in the European Union is increasingly taking precedence development of manufacturers and key marketing role . To create a modern domestic trade , it is necessary that greater liberalization , intensifying competition and computerization as well as the launch of the modern commercial institution . Crucial role in the construction of modern trade has a highly competitive market . Therefore, we need a well thought out and clearly defined competition policy at the present stage of development of the Serbian market . The establishment of the modern market in Serbia is only possible through institutional reforms that will provide the conditions for fair competition to all the players . The state has legislation to prevent the emergence of monopolies and regulate the flow of the market . So , the key assumptions of increasing the competitiveness of the Serbian economy are institutional reforms that would ensure a quality business environment . It is time to build a modern market and intense convergence trends of the European Union . Liberalized (open) market with established legal regulatory framework created to attract foreign investment and increase in foreign direct investment . This fact indicates the necessity of a legal framework as a guarantee to potential investors , which contributes to a sense of security to market participants on the one hand but also contributes to the further development of the market on the other. Similarly , the new competition brings new rules of success and decline. Thus , a necessary condition for market development is the revival of domestic trade activities of players and coming into the domestic market regards to foreign trade companies . Domestic trade companies are faced with the inevitability of changing its own business philosophy and acceptance of modern trade management oriented to the promotion of modern competitive behavior .

Competitiveness - conceptual definitions , forms and stages of development

The complexity of the historical moment and realistically very unfavorable economic situation in which Serbia is imposed by the need to accelerate the process of integration , so that in terms of increased interdependence with highly developed countries , achieved speed-up development , primarily in the economic sphere . In this sense, the process of integration of our country into the European Union is one of the most promising opportunities for economic prosperity of our country . Serbia could achieve prosperous development , and thus successfully completed the transition process , it is necessary to continuously strengthen competition in the domestic market. It is certain opredljenje long-term development policy of the Republic of Serbia to build a market economy on the model of developed countries where the law of competition deeply rooted . Competition law is an area of modern corporate law that governs the rules of the game, that is what determines the behavior of market participants is considered illegal and the behavior prescribed by the appropriate sanctions . The very rules of competition , that is, what is the behavior of market participants deemed unfair and therefore prohibited crystallized a long tradition of doing business in a market economy of the developed countries of Europe . Competition law also governs the institutional framework to monitor and ensure compliance with competition rules , notably effective implementation of sanctions imposed for violations of the rules and the implementation of measures to eliminate harmful consequences that have emerged about it . For the foregoing reasons, always talking about the system of competition law of a country , which includes appropriate legislation and state institutions and mechanisms for its implementation. The European Union competition law is built over sixty years, and competition policy is considered to be one of the priorities. But to understand the significance of the

572 The term "Western Balkans" has been established in the official EU policy towards the countries of the former Yugoslavia, minus Slovenia, plus Albania (Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia and Albania). Although this term is not scientifically based, because there is only one region of the Balkans, and it is unique, this coin will be used in future work for consistency of presentation and terminology.

competition it is necessary to define more precisely the same . Competition is the mechanism that separates success from failure[573] . The theory distinguishes between perfect and imperfect (incomplete) competition . A perfectly competitive market is one that consists of a large number of independent small business none of which is able to influence the market price . On such a market there is absolute freedom of entry of other companies . The factors of production are perfectly mobile. There is a perfect awareness of everything that is happening in the market . From the above characteristics , only the first two make such a realistic market while the third and the fourth consists of a theoretical model , because there is no perfect mobility of factors of production or absolute awareness . In these conditions, companies are price -taker , taking market prices as given . Ask the company is due to this perfectly elastic. Market is imperfect (incomplete) competition is one where : first there is the option pricing by both supply and demand. The assumption and the possibility of a limited number of companies ; 2 Businesses in the market of imperfect competition are price makers . In its business policy to manage pricing and quantity ; 3 are more or less the limited entry and exit of other companies in the industry . Monopoly is a form of imperfect competition where the entire offer control only one company . It occurs in the production of those goods and services that do not have their substitutes . It occurs in those industries where the entry of competitors very difficult . Oligopoly is a form of imperfect competition where a number of companies participating in the overall offer. As monopolies occur in those industries where the entry of competitors difficult In a global economy, the competitiveness of the preoccupation of all economies , both developed and developing and transition economies . " Understand the competition is to understand the roots of economic prosperity .[574] "

However , to fully understand the essence of competitiveness it is necessary to consider the relationship to competition in different periods of social development . The basic postulates of competitiveness are based in economic theory ever since the emergence of liberal capitalism . Thus , in the last two centuries , except for a break in period of coordinated state of the economy in former socialist countries and state intervention in the period from early thirties to late seventies , economic science has expressed belief in the benefits of free market economy based on the spontaneous action of the law of competition , while the presence state regulation acceptable only to the extent necessary to enable the action of the law. Classical economics is based on the assumption that the economy based on competition aims to create a state of maximum zadovaljenja needs . Competition is seen as the spontaneous regulator of economic relations in the absence of a centralized government was either private economic management. Until the Great Depression , economists have had a static approach to competitiveness , which is the main direction of the reviews was the rejection of state intervention . Then, on the scientific scene in the JM Keynes , whose work represents a significant turn in economic theory . Keynesian analysis directly pointed to the need for conscious intervention of the state apparatus in the economy. At the same time liberal ideas were abandoned and largely considered to be lagging . Keynsov theoretical model suffered a crash and was hit after the industry faced a number of problems of inflation , unemployment and economic slowdown . Classical economics has experienced its reaffirmation in capitalist formations doctrine of laissez - faire has remained to this day deeply rooted. Another departures of the market economy and competition have in socialist societies . In socialist countries competitive economy has had a negative connotation . Central planning was conceived so that it is always brought economic losses , exports are seen as a necessary evil that should provide the necessary imports . Import is not applied domestic supply, but with it was complementary . In addition, the central planners have sought to develop a production to replace imports nutshell, the institutional arrangements of central planning were set against the free market , and therefore anti-competitive. Socialism was a fertile ground for the suppression of competition and monopoly flowering structures. So , it is a system where the political , economic and ideological monopoly deeply interwoven and interdependent. The consequences of such a system , ways of thinking and behaving feel today. It is clear that the market is closer to monopoly (full) if the competition is less common , and vice versa , if the competition is more prevalent the more the market is closer to a state known as complete, perfect, pure or unlimited competition.

Competition policy in the EU market

The view from this perspective, the half- century of community leaves no doubt about its continuing development . It is a dual development : the breadth - including a growing number of states , and in - depth produbjujući connections among them the creation of complex structures of economic , political, legal ,

573 Djuričin, S.Janošević, Management and Strategy, Faculty of Economics, Belgrade 2005th, p.231.

574 Dragan Djuričin, Competitiveness and European Integration of Serbia Miloèer Economic Forum 2005th Competitiveness and European road, p.9-39th

institutional and cultural interdependence. Community development was not always of the same quality and speed. After the initial success of the fifties (the establishment of three community) resulted in a decade of stagnation . The seventies gave new momentum to the eighties community experienced the greatest dynamics. However, the greatest expansion occurred 2004th year when the European Union annexed to the ten Eastern European countries .The process of enlargement of the European Union is continuing . However , unlike the 70's, when the EU in terms of the degree of integration and the number of member states was much more modest , today's gigantic EU with a high degree of correlation to be strangers puts much more difficult obstacles. They will have to undergo costly and fundamental period of adjustment especially in the economic sphere , that their application for membership to seriously consider. The expansion of the EU is not a problem for potential newcomers , but also for the EU . With each new member to its range of potential within the EU expands , so that it becomes more difficult to get approval or a majority that would have brought the necessary decisions . As a result , the expansion of the EU is becoming increasingly difficult to find a " common denominator " as a set of things that it is getting smaller . So, as you can see, along with the process of expansion of the European Union proceeded the process of forming a single (internal) market . Internal market in the Single European Act is defined as " an area without internal frontiers within which is provided free movement of goods , persons, services and capital, provided in accordance with the provisions of the Treaty . Based on this definition, one could say that the common market as an element of the internal market is based on the four freedoms or principles: the free movement of goods, services, capital and the free movement of people ; and the degree of efficiency of the internal market depends on the success in removing all restrictions and barriers (physical , fiscal and technical) in mutual trade between Member States. The process of establishment and evolution of the internal market can be seen from a political , legal and economic standpoint . Seen from a political point of view, the establishment of the internal market is not an end in itself but a means and a transitional phase towards economic , monetary and political union ; so the timing for its implementation determined by the political will of member states . From a legal perspective , the establishment of the internal market entails the harmonization of legal and other regulations within the EU in order to eliminate existing and prevent the introduction of new barriers to trade between the member states . To achieve these goals , it is necessary to develop and implement a series of measures and regulations of secondary legislation , ensuring the functioning of the internal market in legal and technical terms . From an economic point of view, a common market represents only one level of international economic integration to political union as the ultimate goal (a free trade area , customs union , common market , economic union and political union) . Customs union is the foundation of the European Union and an important element of the functioning of the single market . The single market can only function properly when there are common rules on its external borders . It refers to the fact that 27 administration must act as if they were one administrative area . These common rules extend beyond the customs union and spread to all aspects of trade policy , as well as preferential trade , health control and control of the environment , the common agricultural policy and fisheries policy , protection of economic interests of the EU by non-tariff measures and instruments of foreign policy . Completing the single market has led to an expansive Rasat internal EU trade and increase its openness to the world . Domestic trade in goods and services to its value exceeds značjno foreign trade, while the EU of completing the internal market of the United States assumed the role of the world's first exporter of goods . EU openness to the world , measured by the share of exports of goods and services in GDP has increased by 2 percentage points, from 10 to 12% , reaching U.S. (13.5 %) and overtaking Japan (9 %) . Goods that are sold on the internal market must endure customs load and zadovalji and all other conditions of competition (eg regulations on standardization) . In the process of the establishment and functioning of the single market , the EU Commission is in charge , that their results is in the annual report to Parliament and the Council.

Competition policy of the European Union is one of the most complex and significant policies of the European Union . In the single market of the European Union competition policy de facto beyond the interests of businesses, interest groups and the interests of the EU member states . Competition policy of the European Union is a key component of strengthening the competitiveness of the European market.

Today , each EU member state has its own competition policy . However , a set of independent , national competition policy is not sufficient to establish a functioning competition regime in the integrated area. The integrated area , the establishment of a common competition policy is a balance between the demands of the concentration of business imposed by technological progress on the one hand and to prevent monopolization of the market on the other. Competition policy , as one of the EU policies , a clear indication of the complexity of the process of the Union. It is of great importance for the true functioning of the common market of the EU and the realization of the four freedoms (movement of people , goods , capital and services) . Its aim is to contribute to exacerbate market exchange and rebuild the future of the market. At the very beginning of European integration , a need for a common competition policy, so that in the Treaty of Paris establishing the ECSC European Coal and Steel Community in 1951. Matter in the Treaty of Rome , which constitutes the European Economic Community EEC in 1957. Matter . Contained provisions relating to the competition. Development of competition policy, the European Union after the Second World War was influenced by USA .

The basic principles of American visions of liberal democracy, freedom of entrepreneurship and competition . Competition policy was the dominant idea in the reconstruction of Western Europe after World War II. Although the European Coal and Steel Community ECSC was Western European Initiative American influence on European issues was still great . Thus, attempts to American idea of competition policy " exported " to Germany, where the Allied occupation authorities set up a new anti - monopoly legislation which made dekartelizacija its industry. This method was abandoned direct connection between the cartels and national socialism and established a new relationship between the competition of the free market and democracy.

From the moment of its inception, competition policy was subject to much criticism especially by those who defended the position of the planned economy, or relatively controlled national economy . In the second half stood, and still stand proponents of economic neoliberalism determined in their quest to prevent unfair competition and create the conditions for a fully smooth progress of economic actors played more in terms of price, range, quality and so on. In order to maximize profits. Later it was clearly demonstrated that the free competition of all who wish to participate in the market leads to an increase of the efficiency of capital allocation and podticanja on technological innovation . The need for competition policy has been further necessitated pretty bad balance of trade of European countries with the U.S. , the big oil shocks of the '70s and the huge differences in the economic structure of the state on the continent. Competition policy, as you can see, she is still a primarily integrative role . The Treaty of Rome envisaged the creation of a customs union between the member states. Then came the elimination of remaining barriers to trade necarnskih which led to the establishment of a common market of the Member States . With the entry into force of the Single European Act in 1987. Whatever . , Began the process of creating an internal market. Today , competition policy is a key element of a coherent and integrated policy to strengthen the competitiveness of the EU economy . New rules konkurenencije which came into force on 1 May 2004. Whatever . , Laid the foundation of a new pro - active competition policy of the EU. Basic characteristics of the pro - active competition policy are : a) improving the regulatory framework for competition policy , which should facilitate the fostering of business activities , dissemination of knowledge , providing better services for consumers , as well as an effective economic reconstruction of the internal market ; b) encouraging the active practice of removing entry barriers and obstacles to effective competition to the greatest extent threaten competition in the internal market and pose a threat to the competitiveness of European enterprises. From the competition policy of the EU in the next period is expected key contribution in the following areas : a) the promotion of the knowledge society ; b) strengthening the internal market ; c) promote a favorable business climate. Competition policy , therefore, is not " an absolute principle " but must be brought into connection with other EU policies , such as trade or cohesion policy . The central institution of this policy is the European Commission that its role is performed by the advisory committee. Through the submission of annual reports of the Commission is responsible to Parliament that after reviewing the reports adopted by resolution . The Council of Ministers shall decide on the application of competition policy and the European Court of Justice has a decisive role in its design and implementation. Finally , we should mention the European Network for Competitiveness (ECN) , consisting of the Commission and anti -trust authorities of the Member States . The work of these institutions can be briefly defined as the care of the implementation of the legal acts in the field of competition law. EU competition policy is one of the most developed policies. EU competition policy has been primarily focused on promoting competition in the context of the integration process . Today it is in the process of rationalization and modernization, and we conclude that there is still plenty of room for its further improvement.

Competition policy in the Serbian market in the function of joining the European Union

Considering the EU , its structure and functioning can not be imagined without an analysis of its policies . Since the road to the EU , and our probably the only possible future , it's understandable need to learn about these policies as much . Competition policy is one of the most important pillars on which the EU itself . The importance of competition policy stems from the fact that it provides economic momentum the Union itself . Competition policy in the Serbian market to function by joining the EU has a key role . Competition policy is of fundamental importance for the establishment of a market economy . In recent years , Serbia is faced with numerous problems passing through an intensive process of ownership transformation and internationalization. The aim is to establish a market economy, which for a country that has a very long period of time had a centrally planned economy regulation is not an easy task . Lessons learned show that the creation of an integrated market economy is very long and complex process . In this process an urgent need of comprehensive transformation of all segments of the economic and social system. Requests for individual market economy emphasizing the need for the transformation of public administration and the overall institutional framework. It is necessary, in other words , such a national government that would be able to handle economic and trade policy aimed at developing

competitive and integrated market .[575] Much discussion has been conducted and many studies written on the importance of competition for the development of economy and society . Given all the above, there is a clear tendency in our country to one day join the EU itself. On the other hand, is a clear economic interest of European integration for the establishment of peace and stability in the Western Balkans . Expanding the European Union are generally not in question , but the only question is when it will happen . Time distance to the entry of Serbia into the European Union will largely depend on the fulfillment of all the demands that are placed in front of her , or of its full commitment to this goal.

The problem of institutional adaptation in the integration process of Serbia in the European Union

The institutional structure of society is the basis of its economic development. Institutional development is crucial for the progress and growth of any society, especially a society in transition. Successful transition involves institutional reforms that will contribute to the process of economic transformation and integration into the EU is successful privreden end . In this context it is necessary to systematically approach to institutional reform . This basically means that it is necessary to conceptualise institutional policy with clearly defined objectives to be achieved and the measures to be taken . Therefore , adequate institutional policy would consist in trying to institutional adjustment is balanced, it is not going to destruction of existing institutions while new , immanent market economy are not completed and operationally capable . The preservation of the old institutions , no matter how anachronistic , carries the risk of generating interest and be able to preserve the old , but it 's better than creating an institutional vacuum that leads the collapse of the system.[576] One modality that has been successfully applied is constantly innovating existing institutions along with the formation of a market mentality among economic actors. Institutional transformation is in fact composed of continuous learning and overcoming socio- economic patterns of adequate market economy. It is not enough to create a new system and establish a new (formal) institutions , to create knowledge , and procedures that will enable system and institutions operate.[577] . An essential requirement for institutional transformation is the existence of a strong and effective state , and the state apparatus . Its efficiency should be expressed primarily in the area of creating and implementing institutional transformations . The state is in addition and shall, in its overall activities dopinese creation and continuous development of institutions, since they are important in terms of securing respect for property rights and the fulfillment of contractual and other legal obligations. Through its legislative role , the specification of property rights and ensuring their implementation , the state is directly involved in the process of creation and functioning of the institutional elements more or less conducive to economic growth .

Post-socialist countries have had different results in adaptation and institutional adjustment of the market economy model . The success of the reforms is largely dependent on the ability to transition the economy to quickly incorporate market institutions in their economies . The countries of Central Europe and the Baltics are relatively successfully passed through this stage , it can not be said for the country to " delayed transition" . If, in this context, we look at the economy of Serbia , we can assess the problem of institutional adaptation persists .

Corpus transitional measure which is a kind of standard applied in all transition economies was based on the belief that rapid and radical reform of the critical mass of newly- market institutions zakonomerno lead to the transformation of capitalism . It was thought that within five years can make systemic transformation , structural adjustment and creation of conditions for sustainable economic growth. In the institutional context the emphasis was on the rapid mapping of formal institutions of a market economy , and legislation , which precisely specify property rights and rules for privatization. Legislation in the field of corporate and commercial law was supposed to provide a competitive environment . However , today, when we look at the economy of Serbia , we can assess that, despite liberalization and made some changes in the legislation implementing the market , the competition has not yet been realized. Creating a competitive environment is the responsibility of the state that its measures and instruments should contribute to its creation and primarily in terms of full legal protection of contracts and property rights as the most important institutes necessary for the development of a market economy . Thus, we can conclude that taking concrete measures in the field of institutional regulation in the function of improving and increasing the competitiveness of the national economy is not enough but it is necessary to clearly define the design and institutional policies that will get the appropriate application in practice.

[575] Lovreta Stipe, "Open Questions strategies of trade and trade policy", Faculty of Economics, Belgrade, in 1996
[576] Ljubomir Madžar, "Feasibility of reforms with regard to their achievements sketch of an impossibility theorem", Faculty of Economics, October-December 2003rd, Belgrade 2003., P.16-17th
[577] Stamenkovic S., D. Savin, On some aspects of our transition to the turn of the 2003rd year., Faculty of Economics, special issue, Belgrade 2002., P.39.

Institutional transformation of Serbia is of great importance to the establishment of a competitive environment, a very important factor towards the European Union . Creating an institutional environment is the responsibility of the state that its measures should contribute to its creation , especially in terms of full legal protection of contracts and property rights as the most important institutes necessary for the development of a market economy . Institutional transformation of the state in late transition , including the Serbian involves clearly defining and establishing the "rules of the game" that apply to all participants in a given market . These rules must be supported by appropriate legislation within which you can place a free economic activity . Of particular importance to institution building and design codes of conduct that provide mechanisms for automatic regulation of desirable functional characteristics and contribute to achieving the goals of the state organization .

Serbia is now in the construction phase of a new type of economy and society based on the new constitution and new laws that determine the new institutions and new rules of the game. The transition key field of action of the state 's construction of constitutional , legislative and institutional framework and the application of rules of conduct that derive therefrom . The priority task of the state in transition to develop the institutional basis of the business environment . This implies the efficiency of public administration and the judiciary , and reform of the legal system and court procedures and processes , government organizations, and government.

State transition that seeks economic integration with the EU should accept the EU institutional standards and harmonize them with the laws and institutions . Serbia on its path of market transformation must encircle the institutional adjustment . In this way may lead to recommendations of the countries with more successful market economy as well as the experiences of countries that have faster and easier to complete transition . Successfully implemented the institutional framework in Serbia contribute to the economic prosperity of the domestic economy and ease of Serbia towards the EU.

Conclusion

The idea of uniting the European countries in special alliance of Europe or the United States dates from the Middle Ages. The realization of these ideas has just begun between the two world wars. French Foreign Minister Briand Arstid in a memorandum addressed to the company of people 1930th proposed establishment of the European Union as a federal union of the people of Europe. It was the first mention of the European Union in an official document. At the end of the Second World War, the political need for the creation of the United States of Europe points to Winston Churchill's famous speech on 19 September 1946th in Geneva. It seems, however, that the decisive influence on the unification of European countries had the idea of Italian federalists Altierija Spinelija (Altieri Spinelli) and French functionalist Jean Monne (Jean Monnet).

Time, however, showed that the unification of European nations and their states can be achieved only through peaceful and gradual-functional way. The vision of a peaceful unification of Europe is finally starting to realize the fifties of last century, the signing of the Treaties on the creation of three European Communities. The six founding countries: Belgium, France, Netherlands, Luxembourg, Italy and West Germany 18th April 1951. sign the Treaty establishing the European Coal and Steel Community, and six years later 27th March 1957 and the Treaties establishing the European Atomic Energy Community and the European Economic Community.

During the past over 40 years European Union has moved to the strongest force the world trade and most significant political factor in international relations. Observed in the time dimension, the current development of the European Union can be characterized as a process of rapprochement of European states in order to form a regional economic integration, and then transform it into a political union. In fact, the European Union has reached the level of development when it has fully proved not only economically, but it was enough, and very successfully in the recent period, but also in political terms, and the internal and international level. After several previous EU enlargements joined almost all developed European countries, at their door knocking today the Western Balkans. Scenario for the admission of these countries is not clear, nor precise deadlines and definitely fixed. Formally, all prospective members left to hope for equal acceptance.

In the period 1989 - 1990. the countries of the European Communities have tried to help and encourage economic and democratic changes in Central and Eastern Europe. The introduction of specific trade measures for the Western Balkan EU in September 2000. the EU has provided duty-free and equal access for almost all products from these countries to the EU market. Exports of the Western Balkans into the EU has significantly increased since the early nineties. This significantly contributed to the reconstruction process, these countries' transition to market economy and the introduction of EU trade measures so that the EU has become the largest

trading partner for the countries in the region. Impact of trade measures on the trade exchange of individual countries varies, depending on the structure of their exports and trade agreements signed previosly.

However, in order to fully benefit from the preferential status in the EU market, it is necessary that the Balkan country's products more competitive and achieve the diversification of production. In parallel, it is necessary to improve trade institutions. In addition, it is necessary to further harmonize domestic standards with EU standards. To take full potential of the Western Balkan countries need to attract significant levels of foreign direct investment and increase production capacity and productivity and ensure compliance with the standards of production in the European Union. The governments of these countries must be supported by structural reforms, modernize the administration, in particular, ensure law enforcement. The Western Balkan countries are at various stages of joining the EU. Republic of Serbia has a lot of work on the road towards the EU. The key areas as strengthening democracy, rule of law, economic reform and cooperation with the ICTY. Steps ahead our country towards the EU more or less similar to those that had to take the Central and Eastern Europe, so their experience can be of great importance for our country.

Feasibility Study for the country was approved April 2005. year. This is a special report which the European Commission informs the Council of Ministers on the preparedness of some countries to enter into appropriate institutional ties with the Union. The report of the Commission positively assessed the political and economic changes in Serbia since 2000. year. In particular it was emphasized that significant progress has been made in macroeconomic stabilization of the country. However, the basic requirement of the European Commission's cooperation with the ICTY.

The function of integration, Serbia has done study, entitled "National Strategy of Serbia for European Integration", which is the technical basis for decisions on the EU integration process. Serbia should strive for a democratic organization secured the rule of law, a stable market economy, high standards of human and minority rights, effective public administration and harmonization with European legislation. Transitional changes in Serbia, like other countries of Southeast Europe, open to foreign trade and more trade with both countries in the region and the rest of the world. However, the average level of openness in foreign trade is low compared with the regions around the world, indicating that there still are not fully exploited all the opportunities to increase tegovine. One of the major pillars for the successful growth of trade is clearly established and dynamic competition policy. Even the European Union (Kopehagens criteria) insists on the development of competition in Serbia in the function of connecting this integration. In the process of harmonization of Serbian legislation with EU legislation has been considered and the current legal framework governing this area in the European Union. However, on his way to the European Union Serbian long-term solution is not copied to the applicable laws in the European Union. It is necessary to the actual implementation of valid legislation as well as

Market and institutional infrastructure that will support and comply with these laws. Competition policy is a key economic factor in the socio-economic development and its rapprochement to the EU.

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»ICABI«

INTERNATIONAL CONFERENCE OF AGENTS AND BROKERS IN THE INSURANCE SECTOR

INTERNATIONAL CONFERENCE OF AGENTS AND BROKERS IN THE INSURANCE SECTOR

First International Conference of Agents and Brokers in the Insurance Sector

23rd to 24th September 2014

Maribor, Slovenia (Habakuk hotel)

ORGANIZED BY THE IZO INSTITUTE OF INSURANCE IN MARIBOR

WITH PARTNERS

institut za osiguranje

ZDRUŽENJE ZAVAROVALNIH AGENCIJ, GIZ

ALMA MATER EUROPAEA
Evropski center, Maribor

HRVATSKO KOMUNIKOLOŠKO DRUŠTVO

The First International Conference of Agents and Brokers in the Insurance Sector in September in Maribor, Slovenia

According to a new report on the future developments in the labor market in the European Union, **three of the four** employees in the EU are supposed to be working in services such as **insurance and banking** by 2020. The insurance industry in Europe contributes almost 10 percent of GDP, and only 6 percent in Slovenia. **So it represents an extremely powerful generator of economic development**, but at the same time there is still room for growth and development, especially in the field of **investment banking and bank-assurance products.** With all the changes (economic, environmental, system...) afoot we face huge challenges in the field of insurance-banking services.

It is important to speak about the challenges and opportunities to those who are responsible for safety and investments of individuals and companies - insurance agents and brokers.

Therefore, for the first time in Europe, the Institute of Insurance Maribor (Slovenia) and its partners are organising the first meeting of insurance brokers and agents from **23rd to 24th September** 2014 in Maribor (Habakuk hotel), Slovenia, under the title:

The future of insurance agents and brokers in accordance with the European Directive - opportunities and responsibilities of the insurance industry

Insurance agents and brokers, insurance companies and banks are all invited to the conference. The goal is to get all three target groups to connect in one place, and to transfer that knowledge into practice.

Seven reasons to attend the conference:

1. During lectures you will have the opportunity to listen to the experiences of others, learn about good practices in the insurance industry, and study sales approaches, and legal aspects of insurance and investment banking.
2. We will be hosting world-class speakers, so you will have the opportunity to meet or re-meet top professionals from North to South, from East to West, from Switzerland, Austria, France, Germany... as well as from all Ex-Yugoslav republics.
3. In addition to the presentation through the eyes of the experts, a round table will be held, where opinions will be shared on advantages and disadvantages of the insurance sector in the light of economic developments and the interdependence of insurance companies, banks and insurance brokers and intermediaries – and finding the answers to the question, what place is there for the insured.
4. At the conference, you will have a chance to meet and get to know about 250 participants from at least 10 countries.
5. This is a unique opportunity to network and build business relationships.
6. We are planning extensive media coverage of the event.
7. The possibility of personal presentation of your company on the first or second day.

Lecturers:

Dr. Helmut Tenschert (Austria) work of broker (with special emphasis on practice in Austria)

Prof. emertius dr. sc. Šime Ivanjko (Slovenia) Legal regulation of brokerage and insurance representation in the countries of former Yugoslavia

Prof. dr. sc. Marijan Ćurković (Croatia) Education of brokers and agents

Laurent Chencinski, hec. (France) Performance of brokerage and insurance representation in the international environment

Nikola Milijević, BSc. eng. (Croatia) The culture of insurance and media

Dragica Korenjak, BSc. manag. (Slovenia) What is the future of an insurance agent and broker in the EU and in SE Europe

Smiljan Mori, LLB. (Slovenia) Million Dollar Round Table (MDRT) - the oldest association of insurance agents for life insurance in the world

Organizing Committee:

Dragica Korenjak, BSc. manag., Head of the Insurance Institute in Maribor
Prof.dr.sc. Šime Ivanjko, expert consultant of the Insurance Institute in Maribor
Prof.dr sc. Ludvik Toplak, the president of the higher-education institution ALMA MATER EUROPEA ECM
Nikola Milijevič BSc. eng., media house “Svjet osiguranja” Chief Editor